

# PREPARE YOUR SPEECH STEP-BY-STEP

## 1. Transmit something valuable

Base your speech on a **subject that you are passionate about** and give value to your audience.

## 2. Organise the information

Structure the speech in a simple way so that it's **easy to follow**.

## 3. Start with a hook

Make the most of **the first lines** to grab the listener's attention and inspire them.

## 4. Keep an eye on the time

Fit the speech into about **10 minutes** and never exceed 15 or 20 minutes.

## 5. Employ visual resources

Use slides with **images, graphics or data** as a complement to maintain interest.

## 6. Rehearse it aloud

Practice until you have completely mastered the content as well as your **body language** and the silences.

Source: Chris Anderson, president of TED.