

## Brief Guide to Constructing a Speech

An effective introduction will...

Gain Attention

Establish Your Credibility

Give the Audience a Reason to Listen

State Central Idea/Reveal Topic

Preview the Body of the Speech

Be Relatively Brief

(usually not more than 10/15% of the length of the speech)

The body of the speech should...

Have a clear organizational structure

Clearly state each main point

Provide necessary elaboration of the main points

Present sufficient supporting evidence to back up main points

Use signposts to introduce new points  
(transitions, previews, summaries)

The speech conclusion should...

Summarize

Reemphasize the Main Idea in a Memorable Way

Avoid Introducing New Main Points

Signal the End of the Speech

Be Relatively Brief

(usually no more than 5/10%  
of the length of the speech)