
THE PORRO PASSAROUND-TIPS FOR COMMUNICATORS

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LOTS OF COOL TIPS

With most everybody in America wilting under record heat, we thought we'd do an all-tips issues, filled with cool speech advice from a president, political speech writers, and a speech coach.

- [1] Speeches: What We Can Learn from Bill Clinton.
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1. Speeches: What we can learn from Bill Clinton.

Thomas Murrell, an international business speaker and consultant in Australia, heard former president give a speech in Perth. He described some of the "lessons learned" from what turned out to be a great presentation, including:

CUSTOMIZING THE MESSAGE. Clinton's speech in Perth was customized to include stories relevant to a Perth market, including his memories of Perth switching on its lights at night for a US space mission re-entry...

MEMORABLE ONE LINERS USING OPPOSITES. This can be very effective. When talking about possible solutions to the war against terrorism, Clinton said "most of the big things in life are simple."

USING METAPHORS. Clinton used the metaphor of the gap between the invention of the club and the shield to describe the present situation in the war against terrorism.

DEVELOP EMPATHY WITH THE AUDIENCE. Clinton told the story of how he was in Australia at Port Douglas on September 11th and how his daughter Chelsea was in downtown New York. He connected with every parent in the room when he talked about his feelings when he couldn't contact his daughter for three hours on that day.

You'll find more tips from Bill at
<http://ezinearticles.com/?Speech-Writing-Tips:--The-14-Speech-Writing-Secrets-of-President-Bill-Clinton&id=5827>

Porro Associates LLC helps corporations and nonprofits improve the written and spoken materials they use to reach key audiences.
<http://www.porrollc.com/results.html>

[2] Speeches: Advice from Campaign Pros

Democratic and Republican speechwriters -- Paul Begala, Rock Brower, Mary Kate Grant, Bob Lehrman, Bob Shrum, Charles Sweeney, -- recently offered advice to high schoolers in the pages of Scholastic magazine. Their tips are useful for speech scribes of all ages.

Lehrman: First, your theme should be simple enough that it can be expressed in one sentence. There are really only a few ideas an audience is going to grasp and remember.

Begala: Always remember you're writing a speech, not an essay. Your points have to be clearer and your sentences have to be shorter, because people can understand a lot more complex things when they're reading than when they're listening.

Lehrman: In a speech draft, you'll see a lot of things English teachers would be horrified at -- sentence fragments, no verbs -- much more the way people talk than the formal way they write.

Lehrman: Also, be concrete. It's concrete detail that keeps people interested. Which is a more effective line, "The president's gone abroad," or "The president's hopped on a jet to Rome"?

Begala: For instance, if you're talking to high school seniors about Vietnam and you tell them that it ended in 1974, well, that may even be before they were born, a whole generation ago to them. But if you tell them that the average age of a combat soldier in Vietnam was 19, and they're 17, it strikes a lot closer to home.

[3] Speeches: Not Just What You Say, But How You Say It

This newsletter has focused on the speech writing process, but **Mike Weiner**, CEO of **THE IMAGE GENERATORS**, reminds us that writing is just part of creating an effective speech. He says there is "a very simple reason why people WANT to listen to one person versus another. That difference is passion. If you feel it as you say it, I will feel it as I hear it. If you merely recite written words, you do a disservice to your audience, your message, and to yourself."

Mike, who among other things coaches speakers on how to get the most out of their voices, offers some practical advice on pumping up the passion. "Once you have spotted a word or phrase in your speech that could have some emotion attached to it, take a moment within and try to conjure up that feeling. If you cannot immediately come up with something, think about a time in your life when you felt that emotion. Relive it momentarily, just enough to get the 'flavor' of that emotion, then start saying the words. With practice, you will start to feel

the words' power as you speak them, and your presentation will take on new meaning for your audience."