

Public Speaking Tips

Who Are You Speaking To?

- Who is the primary audience?
- What are their ages?
- Does either sex make up more of the audience?
- What are their educational backgrounds?
- What is their socio-economic situation/background?
- What kind of work do they do? What profession?
- Why would/should they be interested in your message/story/product?
- Does the audience already have a vested interest in the subject matter?
- Is the viewing audience friendly? Neutral? Hostile?
- What do they know or think now?
- What do you want them to know or think?
- Does your targeted viewer have a “hot button” regarding this topic?
- Do you know what motivates the targeted audience?
- Is there a secondary audience?

What Do You Want To Say?

- What is the primary message?
- What is the secondary message?
- Is there an “unspoken” message to communicate?
- Is there an overt or subtle political or social message to be presented?
- Are there specific topics to be avoided?
- What is the single most important fact?
- What three things would you like the audience to remember about your company/organization/subject?
- Will the information presented be dated in any way?
- Is there a “voice” or “tone” that would be most effective in the presentation of the information?
- Will there be a “call to action” included? Subtle or strong?

*Source: Segall Resources, Lynn Segall