

February 1988

TO: Executive Addressed

FR: James E. Lukaszewski, APR Chairman

RE: How to Work with a Speech Writer: Four Simple Rules

SURPRISE PROPOSITION I: You should get more out of a speech writer than you put in; and

SUPPLEMENTAL SURPRISE PROPOSITION: What you put in determines what you get out.

This may seem like a paradox, but it isn't. Provided you follow these rules created by professional speech writer Charles Mundale, you can give your speech writer a clear, coherent outline, and sense of your speaking style that will make the writing better, your speech effective, and lower your costs.

Rule I. Collect your thoughts.

There is no way to make a good speech if you don't know exactly what you want to say. Compose -- on paper, not in your head -- two to four simple sentences that clearly express the ideas you would like your audience to remember. A good speech writer can help you. A good job on your part, the more efficient will be the time you spend with the writer.

Rule II. Think about your evidence.

Evidence comes in a variety of forms: statistics, case histories, personal experience, testimony of experts, analogies. Jot down a few supporting items under each point. Look for holes, uncertainties, and doubt.

Rule III. Think about your audience.

Answer these questions to help your writer tailor the speech to specific audiences.

- How well do I know the audience?
- How well do they know me?
- How much do they know about the subject of this speech?

Rule IV. Shift your mental gears to "verbal."

The spoken word is not the written word. Your speech writer needs to hear you talk. Throw away your notes and talk through the ideas you have been thinking about.

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