

Say It Well

FIND YOUR VOICE

SPEAK YOUR MIND

INSPIRE ANY AUDIENCE

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Book Highlights

The 50–25–25 Rule (How to Use Your Time)

- Spend 50% of prep time on thinking and research, 25% on writing, and 25% on editing and practicing.
- With a week: use three days for ideas, two for writing, and two for rehearsing.
- If speaking tonight: spend one hour on ideas, thirty minutes writing, and thirty minutes practicing.
- This balance ensures your delivery rests on clear structure, not last-minute improvisation.

Ten Essential Questions Before Every Speech

- Know your audience, their background, who will introduce you, and whether VIPs will attend.
- Ask how many people will come, what they expect, and what you share in common.
- Learn why you were invited, review the run of show, and check where you fit in the program.
- Confirm the venue setup, podium, and speaking time, remembering the 150 words-per-minute guideline.

Define Your Message and Structure

- Condense your message into one sentence of ten words or less which is forms the North Star.
- Build three to four strong supporting points that reinforce the main idea.
- Use vivid details that help people see, hear, and feel your story.
- Keep checking your North Star during edits by asking repeatedly, “Am I staying on message?” so that every line, example, and story serves the one clear thing you want listeners to carry away.

The Beginning: Have 'em at Hello

- A warm “hello” creates instant trust and connection.
- Distill your opening into one strong line or start with a gripping story.
- In some settings, Scripture or acknowledgments make openings respectful and powerful.
- Celebrate the audience’s “Three Fs” which are **Firsts**, **Foods**, and **Fans** and use a tasteful touch of humor where appropriate, and always design your opening to quickly forge the emotional connection that will sustain the rest of your talk.

Be a Uniter: One Purpose, Substance Over Style

- Every good speech has one clear purpose which is ideally to do good.
- Substance outweighs style; focus on examples and evidence over showy language.
- Never attack character; it undermines your message and authority.
- Evoke a shared identity to motivate the audience, remembering that you can choose different identities depending on the crowd, and focus on values that will resonate with the largest segment of listeners to maximize connection.

The Middle: Logic, Emotion, and Human Stories

- Use logic and data, but test if numbers clarify and motivate action.
- Emotions persuade best when you feel them genuinely yourself.
- Personal and vulnerable stories create trust and deeper connection.
- When you want people to care, tell the story of a single person you aim to help and use that concrete narrative to translate abstract policy or data into the lived outcomes that move listeners to act.

Talk Like a Human: Clarity, Simplicity, and Real Outcomes

- Follow the BBQ Rule: if you wouldn't say it to friends, don't say it here.
- Avoid jargon and acronyms; replace them with plain, everyday words.
- Focus on real outcomes about how people's lives will change.
- Clarity and simplicity make your message easy to understand and act on.
- Using plain language and concrete outcomes may take a few extra words but it ensures listeners understand the practical impact of your work and makes it easier for them to picture themselves supporting your cause.

The End: Turn Your Words into Deeds and Close with Hope

- Share lessons from your life that can help others.
- Always include a clear, specific call to action.
- The single most effective motivator is to give listeners a vivid goal or vision they can imagine, carry in their hearts, and rally behind, showing them concretely how life will be better if they heed your message.
- End with your most hopeful story to leave courage and inspiration.

Disclaimer

This is just a summary. This summary is as per my interpretation and Learning, Please excuse any errors

For a better understanding, reading the book is highly recommended

Please excuse any errors

Thank You For Reading

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