

# Guide To Advanced Speech Manuals

## PROFESSIONAL/ENTERTAINING SPEAKER

**THE PROFESSIONAL SPEAKER** – A guide to preparing and presenting the five kinds of speeches professionals give most often. Covers the keynote address, the entertaining speech, the sales training speech, the seminar and the motivational speech.

- The Keynote Address (15-20 min)
- Speaking to Entertain (15-20 min)
- The Sales Training Speech (15-20 min)
- The Professional Seminar (20-40 min)
- The Motivational Speech (15-20 min)

**THE ENTERTAINING SPEAKER** – This manual includes how to give an entertaining speech, dramatic talk, resources for material, how to make them laugh, and topics for speaking after dinner.

- The Entertaining Speech (5-7 min)
- Resources For Entertainment (5-7 min)
- Make Them Laugh (5-7 min)
- A Dramatic Talk (5-7 min)
- Speaking After Dinner (6-8 min)

**HUMOROUSLY SPEAKING** – This manual covers how to give a humorous speech, use humorous stories and jokes to illustrate your points, to get and keep audience attention.

- Warm Up Your Audience (5-7 min)
- Leave Them With a Smile (5-7 min)
- Make Them Laugh (5-7 min)
- Keep Them Laughing (5-7 min)
- The Humorous Speech (5-7 min)

**STORYTELLING** – Types of stories included, are the folk tale, the personal story, stories with morals, the touching story, and the historical story.

- The Folk Tale (7-9 min)
- Let's Get Personal (6-8 min)
- The Moral Of The Story (4-6 min)
- The Touching Story (6-8 min)
- Bringing History To Life (7-9 min)

**INTERPRETIVE READING** – Provides instruction in developing interpretive reading skills, reading stories, poetry, monodrama, plays and oratorical speeches.

- Read a Story (8-10 min)
- Interpreting Poetry (6-8 min)
- The Monodrama (5-7 min)
- The Play (12-15 min)
- The Oratorical Speech (10-12 min)

## PROFESSIONAL CAREER GROWTH

**SPEAKING TO INFORM** – Describes the demonstration talk, the fact-finding report, the abstract concept, and resources for informing.

- The Speech To Inform (5-7 min)
- Resources For Informing (8-10 min)
- The Demonstration Talk (10-12 min)
- A Fact Finding Report (10-12 min)
- The Abstract Concept (10-12 min)

**TECHNICAL PRESENTATIONS** – A complete guide to preparing and presenting briefings, proposals, technical papers and team presentations.

- The Technical Briefing (8-10 min)
- The Proposal (8-10 min speech/3-5 min Q&A)
- The Non-technical Audience (10-12 min)
- Presenting A Technical Paper (10-12 min)
- The Team Technical Presentation (20-30 min)

**PERSUASIVE SPEAKING** – The ability to influence and persuade others to accept your ideas, products, or services is vital. The projects in this manual are all designed to help you develop excellent persuasive techniques and expand your presentation skills.

- The Effective Salesperson (8-12 min)
- Conquering the “Cold Call” (10-14 min)
- The Winning Proposal (5-7 min)
- Addressing the Opposition (7-9 min speech 2-3 Q&A)
- The Persuasive Leader (6-8 min)

**PUBLIC RELATIONS** – Covers building goodwill through a speech, persuading an audience, speaking to a hostile audience, and speaking to the media.

- The Public Relations Speech (5-7 min)
- Resources for Good Will (8-10 min)
- The Persuasive Approach (8-10 min)
- Speaking Under Fire (6-8 min speech/8-10 Q&A)
- The Media Speech (8-10 min)

**SPECIALTY SPEECHES** – Covers impromptu speeches, sales presentations, introductions, inspirational speeches, and oral interpretations.

- Speak Off The Cuff (5-7 min)
- Uplift The Spirit (8-10 min)
- Sell A Product (10-12 min)
- Read Out Loud (12-15 min)
- Introduce the Speaker (Duration of club meeting)

## MANAGEMENT

**SPEECHES BY MANAGEMENT** – Includes a variety of speaking opportunities at the workplace.

- The Briefing (8-10 min speech/5 min Q&A)
- The Technical Speech (8-10 min)
- Manage And Motivate (10-12 min)
- The Status Report (10-12 min)
- Confrontation: The Adversary Relationship (5 min speech/10 min Q&A)

**THE DISCUSSION LEADER** – Provides four methods of leading a group discussion. Ideal manual for managers, teachers, trainers and administrators.

- The Seminar Solution (20-30 min)
- The Round Robin (20-30 min)
- Pilot a Panel (30-40 min)
- Make It Make Believe/Role Playing(20-30 min.)
- The Workshop Leader (30-40 min)

**INTERPERSONAL COMMUNICATIONS** – Topics include conversing with ease, negotiating, handling criticism, coaching to improve performance, and expressing dissatisfaction effectively.

- Conversing With Ease (10-14 min)
- The Successful Negotiator (10-15 min)
- Diffusing Verbal Criticism (10-14 min)
- The Coach (10-14 min)
- Asserting Yourself Effectively (10-14 min)

**COMMUNICATING ON TELEVISION** – Television presentations require special consideration. Includes info on how to present editorials, appear as a talk show guest, conduct a press conference and use TV to train.

- Straight Talk (3-5 min)
- The Talk Show (10 min)
- When You're The Host (10 min)
- Press Conference (4-6 min speech/8-10 Q&A)
- Training On Television (5-7 min for speech + 5-7 min for playback of video)

**SPECIAL OCCASION SPEECHES** – Provides information on presenting a toast, speaking in praise, “roasting” someone, presenting and accepting awards.

- Mastering The Toast (2-3 min)
- Speaking In Praise (5-7 min)
- The Roast (3-5 min)
- Presenting An Award (3-4 min)
- Accepting An Award (5-7 min)