



# Secrets To Planning The Perfect Speech: How to plan to give the best speech of your life!

*Jim Anderson*

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**Secrets To Planning The Perfect Speech: How to plan to give the best speech of your life!** Jim Anderson

Dr. Jim Anderson explores what public speakers have to do in order to deliver great speeches. Dr. Anderson uses real-world examples of what works and what doesn't work when it comes to capturing your audience's imagination.

What You'll Find Inside:

- “ONCE UPON A TIME...” – THE ROLE OF STORYTELLING IN BUSINESS COMMUNICATION
- HOW TO MAKE A TECHNICAL PRESENTATION RIVETING
- PERSUADE AN AUDIENCE USING 3 SECRETS USED BY PRESENTERS
- KNOW YOUR AUDIENCE: WHAT YOU DON'T KNOW MAY HURT YOU

In order to create and deliver a great speech, you first need to start by planning how you are going to accomplish this. Planning includes identifying the purpose of your speech, understanding who your audience will be, and deciding what type of speech you are going to give. Once you've got all of this taken care of, you can then identify what the one thing that you want your audience to be able to remember from your speech needs to be.

This book has been written to give you a helping hand. I want to get you to become comfortable with planning great speeches. I'm going to show you the various steps that you'll need to go through. I'll also point out things that you are going to want to avoid.

Contained in this book are the tips and tricks that you are going to need in order to plan a great speech. As you read each chapter, take a moment to think about how you can start to use the information when you are creating your next speech. I think that you are going to be both surprised and pleased with just how much this information is going to help you take your speaking to the next level!

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