

## Delivery Of A Speech

by Ulrik Remy

It's an art form. My friends, believe me when I say that the delivery of a speech is an art. It really is. Let me tell you why:

It takes a lot of talent. It takes a lot of dedication. Devotion. Emotion. Repetition.

Above all, repetition. Remember, when you were a kid, and your Mom caught you with your hands in the cookie jar? If she'd just say "I can't believe you did this" and went on about her Mom business, well, that was okay – you still had the cookie.

But if repetition number one would come with a slight emphasis, "I cannot believe you did this" – uh, oh. Repetition number two "I just cannot believe that you did this to me" spelled trouble, and every subsequent repetition was going to change your life forever.

That's how you learn. That's how you grow up. That's how you unlearn to steal cookies and keep your weight instead.

Repetition is all. Repetition makes good speech delivery. Repetition adds weight to your words. Tons.

Two types of repetition are to be distinguished. Your core message must be delivered unchanged, as is. "Kids Need Cookies", that's a catch phrase and cannot be repeated often enough. At several strategic points of your speech, the bullet – pardon, the message - must find its way between the eyes of every guilt-stricken cookie thief in the audience. Drive it in, like you would drive a nail into plum pudding, with ever increasing intensity. Five times. Ten times. Thirty-seven times. "Kids Need Cookies - Kids Need Cookies - Kids Need Cookies - Kids Need Cookies - " It's the mantra. The magic formula. The wisdom of the man. His reason for being. The ultimate driving machine. Only when the last of your listeners is flat on the ground, whimpering for mercy, take a break. A deep breath. And then repeat it once more, gently, at low voice, as you return to your lectern, from the ceiling.

The second technique of repetition is called "synonymism". It is best applied to the peripheral points of your speech, the ones that lead to your core message. Or don't. Peripheral points should be chosen under consideration of their remoteness from the core message. The farther, the better. "My Mom caught me with my hands in the cookie jar" – that won't work, it's too close. "My Grandfather was the first Italian to start a dry-cleaning business in Oklahoma", now there's your peripheral point. From there, you have to establish a conclusive line of thought all the way to your Mom's cookies. That's going to take you several hours – don't worry about time. Your audience has all the time in the world, otherwise they wouldn't be here.

And along that line of thought, there is plenty of room for synonymous repetition. Every word in the English language has brothers and sisters. Especially the important ones. The programmatic ones. The landmark ones. The essential ones. The inevitable ones. The quotable ones. The "get me 8 seconds on CNN" ones. The difficult ones. Don't let up in your search for synonyms before even the last, the dumbest, the hardest hearing, the most overweight, the most cookie-intolerant listener knows for life how to spell "onomatopoeia".

Or has passed out. Or has left the building.

Somewhere in the middle of your most outrageous, most ecstatic, most frantic, most hyperventilating rush of repetition, you should surprise your listeners by changing the subject " - now, lemme tell ya somethin' – " works best in combination with an abrupt shift in your body posture and direction of your eyes. This kicks the audience completely off track, puts everybody on the edge of their seats and guarantees utmost attention for your next peripheral point: "As a young man, I was rejected by every cheerleader – ". Kids Need Cookies. It's a long and winding road.

If you take these rules to heart, you are halfway there. The rest is practice, practice, practice. Practice. Some day, you will be a great speaker, an amazing speaker, a brilliant speaker, a fascinating speaker, a luminescent speaker, an instigating speaker, a transcendental speaker...

But, as I said, it takes a lot of talent – a lot of dedication – devotion – emotion – corrosion – and repetition. So you'd better read this again.