Introduction

The problem with public speaking is not speaking. It's public.

Daniel Webster, a famous American orator, once said,

"If all my talents and powers were to be taken from me by some inscrutable Providence, and I had my choice of keeping but one, I would unhesitatingly ask to be allowed to keep the power of speaking, for through it, I would quickly recover all the rest."

The following are four fundamental principles on which all good speaking is based and which all good speakers, consciously or unconsciously, use.

FIRST FUNDAMENTAL

Effective public speaking is a technique, as definitely as are the techniques of designing airplanes and removing appendixes, except that it is older and more complex that either. Centuries upon centuries have gone into developing this technique, and some of the best men who ever lived gave their lives to it. A technique requires a method of procedure for expertness. It's not a set of fixed rules. Do not look for short cuts.

SECOND FUNDAMENTAL

Effective speaking is not merely a technique and nothing more. It is very much more. *It is also an intellectual discipline.* Now exactly what is an 'intellectual discipline'? It is developing *the ability to produce and manage ideas*.

THIRD FUNDAMENTAL

You must earn the right to give every speech.

A youth once approached Daniel Webster with a question on how he might learn to speak impromptu. Retorted Webster, "Young man, there is no such thing!"

The characteristic note of effective speakers is *through preparation*. Winston S. Churchill, probably the most effective British speaker of the past two centuries, prepared so thoroughly, yet spoke so spontaneously, that his opponents rumored that he had been a week or so practicing in his bedroom the brilliant impromptu with which he planned to crush an adversary.

FOURTH FUNDAMENTAL

A speech is not an essay on its hind legs. It does not become a speech until you put it out to the audience by sound waves and light waves. Even though you have on paper a splendid speech plan – organized in every detail and every part of it thought out – it is not yet a speech. It will not become a speech until you lift the thoughts off the paper and make them come alive. *You must carry the thought to the listener.*

With these four fundamentals in mind, let's get started!

This guide will take you through the process of, first, designing your speech, and then delivering it in the most effective manner.