



Speechwriting in Five Steps

Online Course

Boost Your Skills To New Heights

Speechwriting isn't rocket science, but it does take skill. Yet it's something most people learn to do through trial and error. Fortunately, there's a better way. And it's quicker too.

Speechwriting in Five Steps puts you on the learning curve fast track. In six hours of instruction, you'll cover the essentials — how to plan and structure a speech, write the way people talk, add persuasion and manage your work to produce flawless drafts.

You'll also test your understanding in hands-on exercises, critically evaluate video excerpts of speeches and get answers to your questions. So, register for the Five Steps course and walk away with a proven process for writing speeches as well as a skillset you'll use for the rest of your career.

Register [Here](#)

Course dates: June 15 & June 17 1 - 4 pm EDT

Your investment: \$595 (plus HST for Canadians)

A maximum of 12 participants per course

Sessions will be recorded

Registration closes June 14, 2021

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The Five Steps



- 1. Plan** - Research the speaker, analyze the audience, choose your content, craft your main point and develop an outline.
- 2. Structure** - Come up with a dynamic opening, keep it moving in the middle and end on strength.
- 3. Write** - Write in concrete, conversational language. Use pauses and transitions to best effect.
- 4. Persuade** - Create impact with crafted key messages. Use visual language to show rather than tell. Turn dry statistics into memorable stories.
- 5. Manage** - Use metrics and other tools to prepare speaking notes and full speech drafts. Ruthlessly edit your work before it leaves your hands. And adapt speeches to fit video and virtual formats.

Get even more info about the course [here](#).

Your Registration Includes

- Two half-days of instruction and exercises
- One homework assignment
- A manual filled with how-to articles, tips, templates, checklists, resource lists and more.

For more info contact me anytime.

email: wendy@spokenwordstrategies.com

Tel: (613) 608-6111

Online: www.spokenwordstrategies.com

Five Steps is a great course for anyone new to speechwriting, veterans who want a refresher, program managers, policy analysts and others who contribute to speeches, speech coordinators, and freelancers who want to get into speechwriting.

Your Course Leader: Wendy Cherwinski

I've written speeches for 30 years, trained speechwriters for 20 years, instructed at three university business schools and spoken at conferences in Canada, the U.S. and the U.K.

"Wendy's teaching has made me a much better speechwriter and a more strategic communicator."

Andrew McColgan,

Canadian Institutes of Health Research