

Basics of Any Talk

The Golden Rule of Three...people will generally act on a request if given three good reasons. A good talk should have 3 basics elements.

1. Introduction—tell ‘em what you’re gonna tell ‘em
2. Body—Give them 3 solid reasons or facts to consider
3. Conclusion—tell ‘em what you just told ‘em and give them a personal reason to do, buy, join, act, serve, **VOTE**, etc.

Look like someone your audience would like to get to know better. In other words...

1. Smile!
2. Stand up straight and confident
3. Dress appropriate for the setting



Prepare your speech and practice in front of friends or family. You can write it out word for word for just put key words or phrases on index cards. Try not to read it because you want to be looking at the delegates, not down on the podium! But if you want to read it...that's OK.

An outline for a Campaign Speech

The Introduction:

- Greeting_____
- I am_____
- I am running for a high school or college/postsecondary state office

The Body:

- Reason or fact #1 (Previous experience as an officer in any other organization).....
- Reason or fact #2 (Current status in your school's SkillsUSA club or other important activities in your life, such as sports, Scouts).....
- Reason or fact #3 (Your personal reason for wanting to be a state officer).....

The Conclusion:

- Restate your purpose...running for the HS or C/PS State Officer Team
- Restate your most important reason or fact
- Ask for their support or vote
- Thank the audience
- Tell them your NAME one last time

