Organizing the Body of Your Speech

The most effective speakers are those who strategically gain command of each fundamental speech element: the introduction, body, and conclusion.

Organization
- Before writing the intro and conclusion, determine what your main points will be.
- Devote about 80% of your speech to the body, leaving about 10-15% to the intro, and about 5% to the conclusion.
- Most speeches contain **2 – 3 main points**, with some having 4 or 5. More than this will leave your audience confused as to the focus of your speech.
- Strategic ordering of main points depends on the topic, the purpose, and the audience. Ordering types include:

  - *Chronological Order* – ordering points to follow a time pattern
  - *Spatial Order* – ordering points to show a directional pattern
  - *Causal Order* – ordering points to show cause-effect relationships
  - *Problem-Solution Order* – ordering points to show what the problem is, followed by a solution to the problem
  - *Topical Order* – ordering points to divide the topic into logical and consistent subtopics

Tips for Preparing Main Points
- Keep main points separate – each should be independent of the others.
- Try to maintain same pattern of wording for main points.
- Properly balance the amount of time devoted to each main point in the speech.

Reminders
- Every main point needs supporting materials to uphold your assertions.
- You MUST include Connectives in your speech to help the audience track where you are going. Connective types include: Transitions, Internal Previews, Internal Summaries, and Signposts.