

## What Do I Mean?

Speech writers are used by many successful senior-level elected officials and business executives. Even Peter Mandelson - an acknowledged expert wordsmith - used his book, *The Third Man*, to acknowledge and thank his speechwriter. Outsourcing, or getting someone else to do the leg work, leaves you free to concentrate on your day job and focus only on the delivery of the speech.

Having written for business leaders, politicians and a Prime Minister, I know that speeches can change your career, your organisation, your cause, your party and sometimes even your country. Whether that change is good or bad, is up to you.

Most people make some, or all, of the following mistakes:- not taking the time to prepare, not researching, not considering the audience, not knowing the speech, not practising the speech, not preparing for questions - put simply, winging it!

## What does it entail?

To help create a speech that does its job and to avoid meaningless, non-strategic noise, we would first meet for 30-45 minutes to answer the following:

***Who are you speaking to?***

***Why? Is this reactive or proactive?***

***What do you want to say/achieve?***

***What do they want from you?***

The better I know you, your beliefs and background, your language and your voice, the better I can write for you. Once the final version is agreed, we would usually also work on your delivery as well as identifying and handling relevant and likely questions where applicable.

## My Promise:

Once I have fully understood your background, why you are giving the speech and how you perform, we will be able to create a speech that captures the right tone, communicates effectively with your audience and best compliments your presentation style.

Good speeches perform a job. Creating that speech is mine.

## What Others Say

***"Peter is in the top rank of speechwriters worldwide...the go-to guy..."***

John Shosky - speechwriter in 3 U.S. presidential administrations

***Book a time now - via my Virtual Diary Secretary:***

<http://www.peterbotting.co.uk/contact/my-diary-secretary>

