



## Public Speaking – Tip #2

### 10 Ways to Write so Your Audience Listens

Q  
U  
E  
S  
T  
I  
O  
N  
S

“Writing for the ear” means your audience will hear what you have to say instead of reading it. So, you want to make that a pleasant experience for both of you. *Here are 10 ways you can do that:*

1. **Analyse your audiences.** Yeah...you don't want to make the advice which follows makes you speak to them below their intellectual levels.
2. **Write your speech** in a conversational style, using familiar, easy to pronounce words and terms. Don't use “*acceleration of free fall*” when you mean “*gravity*”.
3. **Use simple,** short sentences and paragraphs. Place only one idea in a paragraph.
4. **Help your own delivery** by placing enough white space between your paragraphs so you can speak clearly and find your place easily when you look up.
5. **Make your ideas clear** and unambiguous at the outset. Listening audiences do not have a chance to “*re-hear*” what you said.
6. **Use Contractions.** “*I will not*” and “*I do not*” read well on paper but “*I won't* and “*I don't*” sounds better to the ear.
7. **Punctuate your sentences** with your voice. Remember people can only hear punctuation marks if you make them. Vocal variety and pausing helps.
8. **Use the “you” and “I”** form of the verb as much as possible. I know...formal writing often requires you to contort your ideas into the third person of the verb.
9. **When you quote someone,** begin with the person's name as in “*Lorna Barrow*” *said*... this is better than if you deliver a big, long quote first.
10. **Practice your speech out loud.** Several times. If the words don't easily roll off your tongue, replace them with ones that do.

Want some help practicing your speech? [Try these 7 great tips!](#)

[Lorna@impacttrainingservices.com](mailto:Lorna@impacttrainingservices.com)

© Lorna Barrow 2023. All Rights Reserved