

PREPARING YOUR SCRIPT FOR EASY DELIVERY[©]

More than what you say, it's how and when you say it.

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Even in the best of circumstances, it is difficult to stand behind a lectern, in front of 500 people, and deliver a speech projecting confidence. The last thing you need is a script that is hard to read.

Here are you some tips for preparing a script for easy delivery and some for delivering it effectively.

Preparation Tips

With your first draft in hand, read each sentence aloud, noting your speaking and breathing patterns. As you do so, indicate natural pauses and points of emphasis on the draft, using the symbols shown below.

Where you need to:	Retype this way:	Use this symbol:
Pause for breath.	(Slash) /	End the typed line here. Indent the next line 2 spaces.
End a sentence.	(Period) .	Begin the new sentence at the margin.
Emphasize a point.	(Underline) <u>know</u>	Type a line under the word(s).
Use a contraction to sound more natural.	(Arc) <i>do not</i>	Type a contraction of the two words. (For example, <i>do not</i> becomes <i>don't</i> .)
Set off a list for easy reading.	(Colon) :	Type the colon and end the line here.
Indicate each item on the list.	(Two slashes) //	Indent the line 5 spaces.
Delete a letter, word or phrase.	(Loop) <i>omit</i>	Omit when retyping.

First Draft

Here is an example of the first draft with the symbols marked to indicate how you want the final script retyped.

Customers [^]do not always know what they want/especially
before they see a new product or technology. For example, imagine
a market researcher, eighty years ago/trying to gauge customer
reaction to a new product,/the automobile. If he simply described
the product, the customer probably would have said that cars://
would be too costly and difficult to operate,/would get stuck in the
mud//and would generally be unreliable.

The researcher might have concluded, justifiably,/that the
competition of that time, the horse,/was just too well suited to
customer needs/to permit successful market entry.

The product, the automobile, might have been labeled://a bad
product,//a poor risk,//a bummer! So, often it is up to us to develop
a new technology then ~~to~~ market it to create a customer need.

Now, retype the script. Use large type, double-spaced for easy reading. End each page with the end of a paragraph, even if that means you have to leave a lot of space. This way, your page breaks will coincide with natural pauses. Number the pages, and leave them unstapled for ease of handling during delivery.

Final Script

Here is the way the final script looks. Try delivering it aloud as you read it. Now it is prepared for your easy delivery!

CUSTOMERS DON'T ALWAYS KNOW WHAT THEY WANT
ESPECIALLY BEFORE THEY SEE A NEW PRODUCT OR TECHNOLOGY.

FOR EXAMPLE, IMAGINE A MARKET RESEARCHER, 80 YEARS AGO,
TRYING TO GAUGE CUSTOMER REACTION TO A NEW PRODUCT,
THE AUTOMOBILE.

IF HE SIMPLY DESCRIBED THE PRODUCT,
THE CUSTOMER PROBABLY WOULD HAVE SAID THAT CARS:
WOULD BE TOO COSTLY AND DIFFICULT TO OPERATE,
WOULD GET STUCK IN THE MUD
AND WOULD GENERALLY BE UNRELIABLE.

THE RESEARCHER MIGHT HAVE CONCLUDED, JUSTIFIABLY,
THAT THE COMPETITION OF THAT TIME, THE HORSE,
WAS JUST TOO WELL SUITED TO CUSTOMER NEEDS
TO PERMIT SUCCESSFUL MARKET ENTRY.

THE PRODUCT, THE AUTOMOBILE, MIGHT HAVE BEEN LABELED:
A BAD PRODUCT,
A POOR RISK,
A BUMMER!

SO, OFTEN IT IS UP TO US TO DEVELOP A NEW TECHNOLOGY
THEN MARKET IT TO CREATE A CUSTOMER NEED.

Delivery Tips

When your final script is typed as shown you will find it easy to speak from. Here are some tips on delivery.

1. Use energy to project your voice into the microphone. Then the microphone will amplify your lively voice, rather than a softer, less animated voice.
2. Let your hands reinforce the image you describe. Gestures add variety and emphasis to your voice.
3. Use eye contact to deliver the last few words of a thought for added conviction.
4. As you speak, slide one hand from line to line down the margin. This way, you will never lose your place when you look up.
5. Slide each page to the side as you finish it. This is quieter and less awkward than turning stapled pages.

Enjoy your next speech!