

## SPEECHWRITING TIPS

Effective speeches have a theme that flows throughout a speech, from the beginning to the end. Themes help the audience remember the speech and find meaning in the points being made. For example, some themes begin with an inspirational quote that is mentioned again near the end of the speech.

1. When writing a speech, think about the message you want to give.  
*The purpose of my speech is...*
2. Tell JA BizTown citizens you know what will be required of you at JA BizTown. (Be certain you have read your job description.)
3. Give reasons why citizens should support you in the election.  
*"I think I am the best candidate for the position because..."*
4. Remember, your main goal is to have JA BizTown citizens vote for you on Election Day! So, at some point, ask citizens for their votes.
5. Always thank your audience for their time and attention.