

Unit C: Communication

Lesson 2: Developing Speeches Using the Magic Formula

Writing a speech using the **Magic Formula**

1. Think of several ideas for each step first; then narrow those ideas down to the best.

Writing a speech using the **Magic Formula**

There are four main steps involved in writing a speech:

Step One—Prepare

Show the following Magic Formula icons in this order:

Telephone; Heart; Movie Clapper

Writing a speech using the **Magic Formula**

There are four main steps involved in writing a speech:

Step Two—Create the Body

Show the following Magic Formula icons in this order:

Pointing Finger; Books; Application

Writing a speech using the **Magic Formula**

There are four main steps involved in writing a speech:

Step Three—Create the Closing

Show the following Magic Formula icons in this order:

Rearview Mirror

Writing a speech using the **Magic Formula**

There are four main steps involved in writing a speech:

Step Four—Create the Opening

Show the following Magic Formula icons in this order:

Electric Outlet; Coming Attractions

Presenting Speeches

There are two written forms to choose when presenting from ...

1. Manuscript:

the speech is written word for word

2. Presentation Outline:

the speech is written in the form of an outline with key points and notes

Presenting Speeches

When creating the manuscript or presentation outline, rearrange the speech in this order:

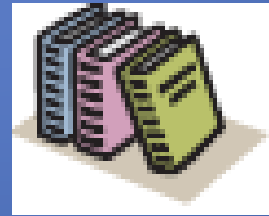
Opening



Presenting Speeches

When creating the manuscript or presentation outline, rearrange the speech in this order:

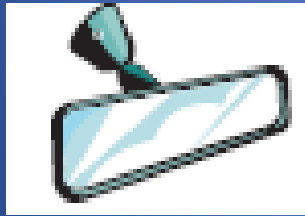
Body



Presenting Speeches

When creating the manuscript or presentation outline, rearrange the speech in this order:

Closing



Keep in mind that you'll be **great with practice!**

Review/Summary

- How do you write a speech using the Magic Formula?
- What are the key points associated with presenting a speech that was developed using the Magic Formula?