Communication
SUGCESS

BEGINNINGS

VIDEO 7: COMPLETE YOUR TWO-COLUMN SCRIPT

KENNEDY:
Welcome back. Your Talk is getting closer and closer to being ready.

Look back at how much you've accomplished. You selected a powerful topic and defined your purpose. You have a clear strategy to Engage, Empower and Energize your audience. Your conclusions are clear and your Experience Arc is a journey of ideas and emotion.

Our next step is to work on your script or talk track. The first thing I would like to point out is that your script is not your talk. It's only a guide that you use in delivering your talk. It's a tool.

The French author and philosopher, Voltaire, reminds us that: "The secret of being a bore is to tell everything."

Applying this to your script, this means that it's important to not only know what you will say, but also what NOT to say.

The first step of the scripting process is to turn your Experience Arc into a series of prompts. Unless you are using a Teleprompter, you should not write a word-for-word script. Your talk is a conversation, not a recitation.

How many prompts do you need? Ideally, as few and as short as possible… Just enough to remind you what you want to talk about next. For example, many of my clients use just shortened versions of their Primary Messages along with some key data points.

Here are some additional Writing Right reminders…

First, be clear and direct. Get to the point.

Be descriptive: don't tell me, show me.

Avoid explanations and qualifications… Most likely you're not testifying before Congress. Take a stand.

Be unpredictable… and be bold.

The scripting process also includes identifying the slides and other media you will use to support your messages. In a five-minute talk, you will have very few slides, if any.

The key word here is support. You want to make sure that you and your messages are the stars, not your slides.

We'll talk about creating more Meaningful Media in the next section.

So, let's get to work on your script. I highly recommend using a two-column script format, with the right column for your prompts and the left column to identify the visuals. Each row represents a slide. You'll find a template in the Tool accompanying this video. Or, you can easily use the table function in any word processing program. Drawing a vertical line down the middle of a notepad works, too.

Spend some quality time working on the initial draft of your two-column script. Write down your speaking prompts and outline your powerful visuals. This is another chance to experiment and push your boundaries.

Keep up the good work!

And thank you.