DON'T SAY IT!

Here are some phrases to AVOID when giving a speech.

Attention-Getter: The following are not attention-getters! (You can say them, of course, but they do not count as an attention-getter.)

- “Hello.” “Good morning.” “Hi.” These are Greetings
- “Today, I'm going to talk about ...” This is a “Reveal Topic”
- “My name is ...” This is an Introduction

Introducing your Topic:

- “My topic is ...”

Don’t even use the word “topic”!

Credibility:

- “Why should you believe me?”
- “You should believe me because ...”

Relevancy:

- “Why should you care?”
- “You should care because ...”

Transition:

- “Listen to me.”
- “Pay attention please.”
- These do not sound friendly

Last Words:

- “Well, that’s it.” “I'm done.” “I'm out of time.”

These are Transitions – say them to show that the Body is finished, but you still need an interesting last thought.
- “The end.” “Goodbye.”

Apology:

- Never, never apologize for anything!
- Don’t criticize yourself.
- Never draw attention to a mistake you have made. All speakers make mistakes, and most audiences don’t notice.
- Never say that you feel nervous, shy or unprepared.

Others:

- Long silence. A short pause is GOOD, but a long silence will make most speakers feel nervous. It is always possible to forget where you are in a speech, “blank out,” and get lost. Therefore, a good speaker always has notes in front of them. They are not for reading, but as “insurance” against blanking out.
- “Umm, errr ...” “Yeah. Yeah.” “So ...”
- “You know.” (In fact, assume your audience does not know. After all, you should never choose a topic that your audience already knows about!)
- “I.” You will probably use the word “I” in the Credibility section, but you should avoid it in other places!
- Strong directions to the audience – never scold them or criticize them.