



## THE END IS ONLY THE BEGINNING

### Wrap it up: a strong finish

#### TIE THE LOOP.

Think of your speech as a loop with the end circling back to the beginning. If you open with a provocative question, be sure to answer it in your closing. If you startle the audience with statistics in your opening, end by suggesting how they can change those numbers. If you start out with a challenge, leave the audience with the first step in meeting that challenge. If you open with a promise to inform, simply tell them what you told them.

#### SIGNAL THAT YOU'RE ABOUT TO CLOSE.

You may begin your closing with a phrase such as, "One final thought..."; "Let me leave you with this idea..."; "In closing, I want to relate one last incident about..." With these words your audience will perk up because they are hoping you are going to wrap all they have heard in a nice, neat package.

#### DELIVER YOUR FORMAL, PREPARED CLOSING AFTER ANY QUESTION & ANSWER PERIOD.

Your closing (not questions) should make the last impression.

#### END WITH A WALLOP RATHER THAN A WHIMPER.

Don't close with, "I guess that's all I have to say," or "I think I'm about through unless you have questions."

##### **In closing, do not:**

- Apologize
- Be long-winded
- Bring up new points
- Toss in irrelevant details
- Ramble on past the point of impact. Anything you say after your polished point of close dilutes the impact. Say it and stop.
- Shuffle off with no closing at all.

##### **Do use the closing to reinforce your talk with:**

- A summary statement
- Appeal
- Anecdote
- A look ahead to the future
- Rhetorical question
- Quotation
- Related bit of humor

### The WAND federal budget message



**To develop a message, boil down the entire argument to one essential point.**

For the workshop, the WAND message is that:

**The federal budget is weighted too heavily toward the Pentagon; over half the discretionary budget goes to the military.**

Another way to state this message:

**Smart budgets require us to cut excessive military spending.**

Another way to say it:

**We need to change the federal budget so it reflects our values and priorities. More money for human and environmental needs; less for Cold War weapons systems.**

making  
sense  
of the



## TIPS FOR TRAINERS

### GETTING READY TO TEACH THE WAND FEDERAL BUDGET MESSAGE

**T**HANK YOU SO MUCH FOR YOUR TIME AND TALENT IN SPREADING THE WORD ABOUT THE FEDERAL BUDGET. It's a vitally important task, and it's always timely.

This guide offers some tips and tricks for honing your message and refining your speaking skills. Let us know if you need more help or information. Good luck!

#### *Remember: It's all about the message*

- Know what your message is.
- Make sure that your audience understands your message and can summarize it in a sentence.
- Be clear, assertive, and confident in delivering this message. It is the most important information your audience will hear. It is the one thing you want them to take away.
- Visualize your audience holding your message in their hands, like a package, and walking out the door with it. The thing that you want them to take away — the message — must come through in a clear and compelling way.
- **Underscore the message in one or more ways:**
  - Repeat it.
  - Say something like, "This is the most important thing I'll say tonight."
  - Pause. Put "bookmarks" around the message with silence.
  - Keep it simple.

### *Budgets are moral documents.*

They reflect values and priorities — of a family, church, organization, city, state, or nation. They tell us what is most valued to those making the budget. Let's do a "values audit" of the federal budget, and a "moral audit" of our priorities. Who benefits in this budget and who suffers, who wins and who loses, what things are revealed as most important and what things are less important?

### GET CONNECTED!

Check out these great online resources.

WAND Education Fund web site:  
[www.WANDEducationFund.org](http://www.WANDEducationFund.org)

WiLL web site:  
[www.willwand.org](http://www.willwand.org)

STAND web site:  
[www.standwand.org](http://www.standwand.org)



Women's Action for New Directions  
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Karen Jacob, WAND Board of Directors





**Women's Action for New Directions  
Education Fund**

*WAND Education Fund educates the public and opinion leaders about the need to reduce violence and militarism in society, and redirect excessive military spending to unmet human and environmental needs.*

**Susan Shaer, Executive Director**

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## MESSAGE. MESSAGE. MESSAGE.

### How to begin: The introduction

#### GET YOURSELF READY

**T**HIS IS THE TIME TO GRAB YOUR AUDIENCE. The highest point of audience attention is in the first few moments. Do not squander those precious minutes with trivia or boring information. Avoid simply repeating the title of your talk.

- Great openings arouse interest, establish rapport, and give direction.
- It's a good idea to prepare a brief opening to the opening: two or three sentences that refer to the occasion itself before you introduce your topic.
- Never hesitate to let your audience know that you're delighted that they're there. Tell 'em, right off the bat. "I've been looking forward to this moment for a long time..." What does that say? It says you're prepared...confident...eager to get into it. You're enthused about sharing this particular subject with this particular group of people.
- Practice the introduction (and the conclusion) more than any other part of your presentation. Know your message inside and out.
- No qualifications or apologies. Be strong, positive, "all-there."
- Identify your topic and indicate how long you plan to talk. Give listeners a compass.
- Make eye contact with the audience. Eye contact helps you communicate confidence to your listeners and develop a relationship with them.
- Smile. Make it clear to your audience that you are having a good time, and they will too!



State Rep. Joyce Elliott (AR), WAND Board of Directors



Laura Boyd, WILL National Field Director

#### GET YOUR MESSAGE READY: CHOOSE YOUR APPROACH

- **Gloria Steinem's Analogy**  
"The federal budget is a statement of our nation's moral character." Build on this analogy. The budget reflects the values and priorities of a nation. The federal budget is the national checkbook. You can tell a lot about people by looking at their checkbooks, because people spend money on the things they care about.  
A title for your program that reflects this analogy might be "America's Checkbook: What the Federal Budget Can Tell Us About Who We Are."
- **Imagine a World**  
Help participants get in touch with the big picture, their vision of the world we're all working to create.
- **Introductions**  
Ask each person to introduce herself. This does not need to take long, even if there are 50 participants. Ask each person to state, along with her name, something she is passionate about; or why she has come today; or, if she were elected to national office and given millions of dollars to spend in any way she chose, how would she spend it? Listen carefully to what participants say and look for opportunities to refer to their comments during the presentation.

**GET READY. IT'S EASY.**

## How to be an effective speaker: Some tips

1. **Prepare fully.** Read “beyond the script.” Know your subject, but keep focused on the main message.
2. **Use stories — not just concepts.** Go light on statistics.
3. **Be vivid and compelling.** Paint pictures with your words.
4. **Don't talk too long.**
5. **Don't rush** — but neither should you drag it out. Take plenty of time to breathe.
6. **Practice delivering your message.** Everyone needs to rehearse. The best orators spend a lot of time writing and practicing their presentation. If possible, record your address on video or audio tape.
7. **Make simple points.** You don't need to avoid complex issues, but you do need to figure out how to translate complex issues so that they are easily understood.
8. **Avoid insider talk and acronyms** (“wonspeak”). (Fun fact: wonk is actually know spelled backwards. Wonks are people in the know. Our job is to listen to the insider language, and then to translate it into terms that anyone can understand.)



State Sen. Becky Lourey (MN), WILL member

**WAND staff on Capitol Hill often get messages from experts in “wonspeak”:**

IFT-13C: won't be until mid-late Sept., have to replace the computer in the BV (have to pull interceptor out of the silo to do this) May not declare IDO until Dec. 31; Oct. 1 not a hard and fast deadline (contract with Boeing to get GBIs in ground ends Sept. 30)

**We translate these messages into plain English:**

“We're thinking there may be no ribbon-cutting in the fall on missile defense...”

9. **Appearance matters.** Don't wear anything that distracts from your message.
10. **Encourage Q & A.**
  - If you don't know the answer to a question, say that you don't know. Suggest references for where the information may be found, or offer to get the answer and get back to them.

- Ask if anyone in the audience knows the answer: “I haven't focused on that particular point. Is there anyone here who can help us out?” This honors and engages the audience.
  - Use the ABC trick to segue back to your message: I can't **A**nswer that, **B**ut what I **C**an tell you is...
11. **Master the equipment** (lectern, microphone, and visual aids). Visual aids are just that — aids. The focus of the speech should be on you and your remarks.
  12. **Be aware of your hands.**
  13. **Laughter is important.**
  14. **Handouts (used effectively) can enhance your presentation.**
  15. As you begin your presentation, think of yourself as speaking to the person in the very back of the room. This will help you to speak loudly and project your voice.

### OVERCOME STAGE FRIGHT! MORE TIPS

1. **Accept nervousness** as part of the process. Most people are nervous speaking in public.
2. **Welcome your nervousness.** When you hear someone claim not to be nervous before speaking, you are probably in for a boring talk. Adrenaline flow helps push a speaker to his or her peak performance. Make your jitters work for you. Imagine the tension and extra adrenaline pumping through you, helping you give a great performance.
3. **Prepare and practice.** One of the best antidotes for stage fright is preparation and practice.
4. **Practice the introduction** so that you feel extra confidence as you begin speaking, while you and your audience are warming up to one another.
5. **Don't let fear mean mediocrity.** Do not settle for being an “average” presenter, frightened into conformity for fear of being too passionate, too loud, too flashy, too funny, too controversial, too emotional, too formal, too informal.
6. **Breathe.** Take a deep breath in through your nose, hold it for two or three counts, then exhale. Repeat this exercise two or three times very slowly and you will feel nervous tension drain away.
7. **Use physical exercise to release nervous tension.** Take a brisk walk. Swing your arms. Slowly roll your head and shoulders.