

Say It Well:
Lessons From a White House Speechwriter

Terry Szuplat

What we do/why it matters…

"Here at [X], we… _____

_____

_____

_____."

1—50-25-25 Rule/10 Words

2—Structure: Problem, Solution, Change

3—Say what only you can say

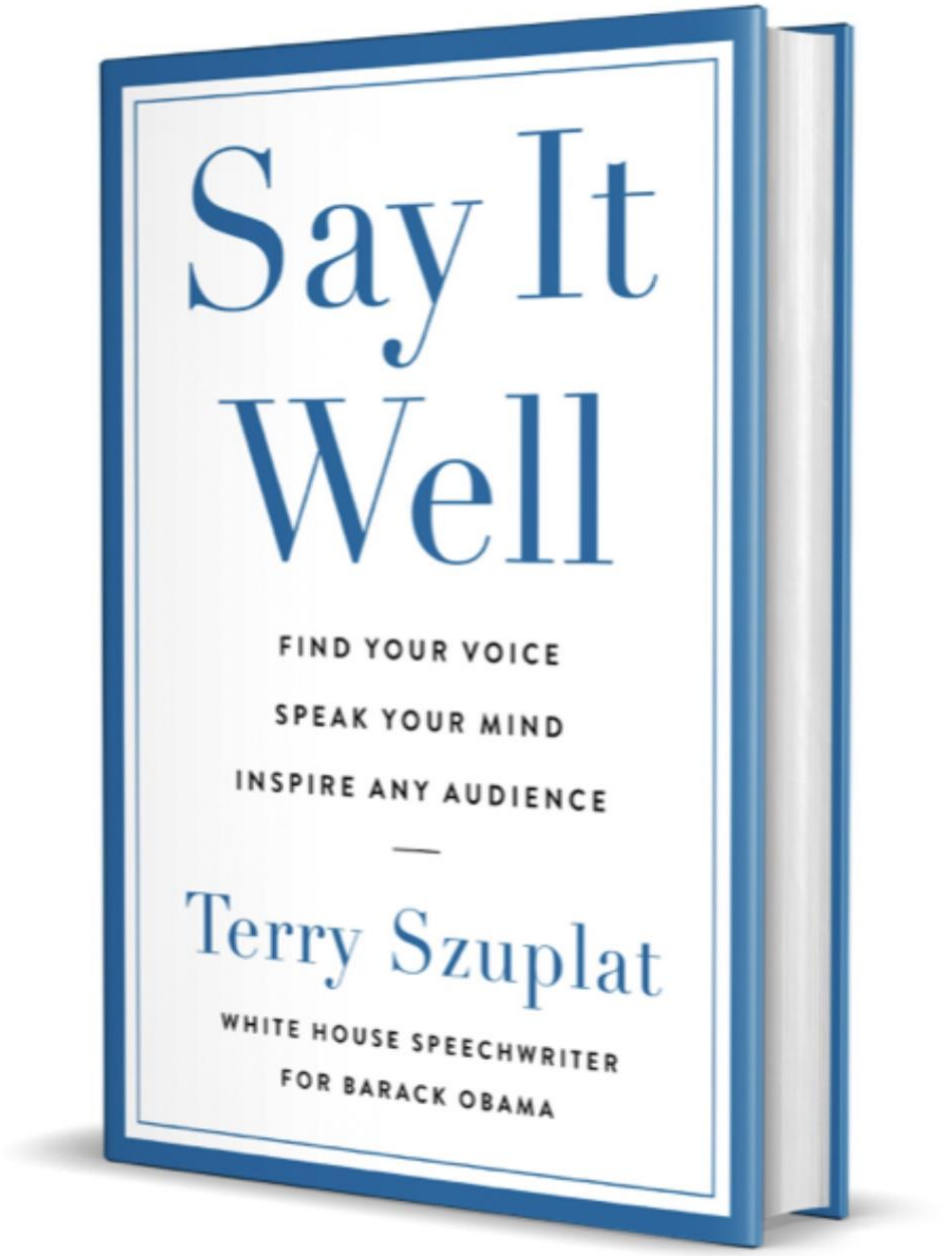
4—Don’t deluge with data

5—Speak to their needs (not yours)

6—Talk like a human

7—Offer a vision

8—The only way to end…with hope





"YOUR VOICE MATTERS.
YOUR STORY IS WORTHY."



Terry Szuplat

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