



10 Steps to Writing a Vital Speech: The Definitive Guide to Professional Speechwriting

By Fletcher Dean

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The boss asks, “Can you write a speech?” She wants you to say yes. You want to say yes. But the truth is, you’re not sure.

That’s when you turn to *10 Steps to Vital Speechwriting*, the pithy, wise, realistic and readable guide to speechwriting. It’s written by speechwriting guru Fletcher Dean, and published by the prestigious monthly magazine *Vital Speeches of the Day*.

10 Steps to Vital Speechwriting is a brisk guide through the skills that make speechwriting such a valued and lucrative communication specialty. It teaches readers how to analyze audiences, target them with your message, interview the speaker and research the speech, form your material into a compelling story, give it structure, write it with style, create visual aids and coach your speaker through the delivery process.

This manual contains insider tips, checklists and counterintuitive but important truths. And every lesson in this book is illuminated by an inspiring and helpful example from speeches by presidents and prime ministers, CEOs and military generals, political provocateurs and church leaders.

Readers of this manual will not only be able to respond to their worried boss in the affirmative, they’ll be raring to go.

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Editorial Review

About the Author

Fletcher Dean is an award-winning writer of speeches and articles for a variety of business, educational and motivational speakers. He's a five-time presenter at the Annual Speechwriting Conference in Washington, D.C., a three-time recipient of the Award of Excellence for Speechwriting from the Public Relations Society of America and the winner of three Gold Medals from the Cicero Speechwriting Awards. Most recently, he was honored with the Cicero Grand Prize honoring the best speech of 2008.

Fletcher has more than 20 years experience as a communications professional. He has managed Internal and External communications functions and served as the company spokesperson at a Fortune 500 company and is a certified Crisis Communication Expert. As a speechwriter, annual report writer, journalist and teacher, Fletcher has written on a broad range of subjects and in a variety of forums. From the National Press Club to the CEO Club of Boston and from Washington to China, his speeches have helped executives and business leaders deliver their ideas to audiences around the world. Those speeches have been reprinted in such prestigious journals as *Vital Speeches of the Day* (13 times), *Executive Speeches*, *Speechwriter's Newsletter* and *Executive Excellence*. In addition, he's spoken before such groups as the Mothers Against Drunk Drivers, Public Relations Society of America, and the Association of Administrative Professionals.

Users Review

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Brian Pena:

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