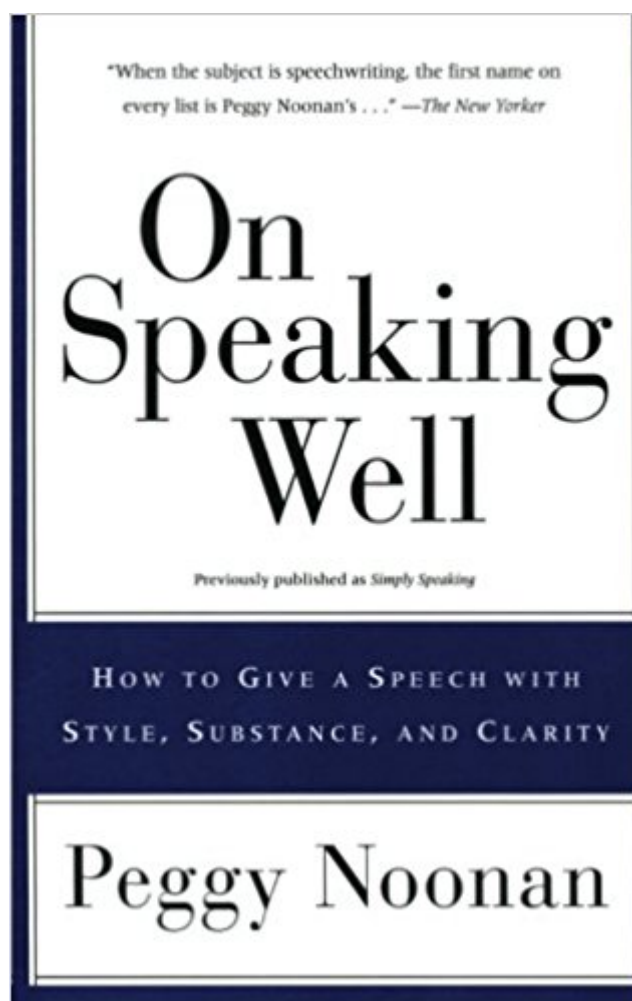


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# On Speaking Well: How To Give A Speech With Style, Substance, And Clarity



## Synopsis

For anyone who fears the thought of writing and giving a speech--be it to business associates, or at a wedding--help is at hand. Acclaimed presidential speechwriter Peggy Noonan shares her secrets to becoming a confidence, persuasive speaker demystifying topics including: Finding your own authentic voice Developing a text that interest you Acing the all-important first paragraph Using logic to move your audience Creating, developing, and reinventing the "core speech" for diverse audiences Strengthening your speech with a vital element: humor Winnowing your thought down to the essentials Handling professional jargon, clichés, and the sound bite syndrome Presenting your speech in the best way Collecting intellectual income--conversing your speech treasures Breaking all the rules and still succeeding Reading for inspiration--how to use the excellence of others Complete with lessons, tips and memorable examples, *On Speaking Well* shows us how to create forceful, persuasive, relevant speeches that will resonate with our audiences. Engaging, informative, and always entertaining, this is undoubtedly the authoritative how-to guide for anyone writing or giving a speech

## Book Information

Paperback: 224 pages

Publisher: William Morrow Paperbacks; unknown edition (February 17, 1999)

Language: English

ISBN-10: 0060987405

ISBN-13: 978-0060987404

Product Dimensions: 5.3 x 0.5 x 8 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars [See all reviews](#) (63 customer reviews)

Best Sellers Rank: #108,594 in Books (See Top 100 in Books) #129 in [Books > Reference > Words, Language & Grammar > Public Speaking](#) #200 in [Books > Textbooks > Reference > Writing Skills](#) #648 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Writing Skills](#)

## Customer Reviews

Ms. Noonan is among the most eloquent people I have come across in modern times. Quick-witted and intelligent, she uses the common tongue to express uncommon ideas. She has written a book that provides a good background for public speaking. She able to draw on her long experience as a speechwriter to enable her pupils to understand the challenges of both writing and giving speeches.

Moreover, Ms. Noonan is so good with words that I would read that book if had no concern with speechmaking. Read this book, you will enjoy it.

I loved reading this book - Ms. Noonan kept the momentum flowing. This is a very good introduction for people who are nervous about public speaking and/or speech writing. Ms. Noonan gives some insights and "how to's" about a person and/or topic. We must learn about what works for a person and what will not. Some of this is not earth shattering, however we can enhance our knowledge through her real life examples. Peggy points out that we should develop our own style, and we should avoid imitating other people's styles. Ms. Noonan also recommends that we use of humor in the right situations, never speak in a style above us, and avoid industry jargon. I frequently give seminars for my company, and I am a president of a non-profit group. I found the ideas and suggestions extremely useful in enhancing my presentation skills. There are a lot of Ronald Reagan examples/case studies, which I enjoyed because I am a huge Reagan fan. To me this was an added bonus.

This is one of the best books to read when you have decided to become good at public speaking. She says have something to say and say it the way you need to say it. Then work at making it interesting to see for the audience. If you don't have something interesting then you are giving the wrong speech. The great achievement is become the speaker you want to be. Help the audience to understand that you are speaking the truth. Author's real life stories are excellent. She was speech writer to Presidents Reagan and Bush. Despite all the good things that Toastmaster's International does, it does not advise its new members give the speech you what to give. Don't copy anybody develop you.

I listened to the audio tape to this book...even better and easier than reading the book. I found Peggy Noonan's style both easy to understand and clear...she is living proof on how speeches should be delivered. Her voice and manner are calm, confident and inspirational. The message is strong and one part that certainly sticks in my mind was "tell your audience what you're going to tell them...tell them and then tell them what you told them" I highly recommend this book to anyone who is in a position where they have to give speeches frequently or in a one off situation.

I bought this book used because I could not find it new. Yes, it has wear and tear, crimped pages, highlights, and lots of handwritten notes from the previous user. All the more helpful to me as I read

it for the same reasons they did. Anyone who wants to write well, needs to look to one of the best speech writers of our time, Peggy Noonan, who wrote many of President Ronald Reagan's speeches, and came up with many of the one-liner's credited to him that will go down in history as masterful communications. Who knew, a great woman really was behind the man! I am grateful that a woman like Peggy Noonan has broken the glass ceilings for women who follow after her, and she is sharing some great information about how she did what she did that took her to the top of the cream.

Always a gifted writer, Peggy Noonan brings the mix of exceptional experiences with ever faithful techniques that live up to the title and fulfill the needs for any would-be speaker or speech writer. Superb in context and content, if you had only one book on your shelf for practical preparation for your speeches and presentations, this is the one. Prof Michael Haller

Peggy Noonan provides a witty and concise look at speaking, writing speeches and understanding the dynamics of various types of presentation - such as eulogies - in this concise and well written book. Having spent the last 25 years speaking in front of audiences, I recently have had a few less than stellar moments, and was looking for a quick refresher/primer and Noonan's book provides it. Yes, she was a political speechwriter. Yes, she is on TV as a conservative talking head. Separate the politics from the pedagogy. This is a good book, and an interesting read. The insights she provides into speech giving and speech writing at the highest levels of the craft are unparalleled.

What I loved best about Peggy's book is the delightful conversational style in which she writes which makes for an entertaining "how-to" read. I learned as much about people and history as I did about speech writing. Who says learning has to be dry or boring? A great book to expand a liberal arts education and improve your writing skills.

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