



What's the Story?

December 2017

Say LessThink More

The above line is the motto of the UK Speechwriters Guild of which we are members. It's worth writing these 4 words down as a template as you prepare to write a speech.

Here's a couple more helpful thoughts from two American speechwriters.

Ted Sorensen, JFK's speechwriter said: "Write down the point of your speech on a Post-It note. If you can't get it on a Post-It, you need to think again and again until you can."

Robert Hardesty, LBJ's speechwriter said: "Brevity is the cardinal rule. Use four letter words, four word sentences... four sentence paragraphs. Keep it simple. You've got to write it so that the first person you tell it to in the street can understand it."

Words to encourage you

We had a family wedding last month. Sally's youngest daughter Dulcie was married to Tom.

Hannah, Dulcie's eldest sister read a passage from A.A. Milne's Winnie the Pooh. It's a wonderful passage to read to a new Bride and Groom to remind them of the power of being there for each other.

We liked the penultimate paragraph:

"If ever there is tomorrow when we're not together. There is something you must always remember. **You are braver than you believe, stronger than you seem and smarter than you think.**"

The Crown Series 2

Now that the second series of The Crown is about to start, we liked this story about her Majesty. It is taken from the book "Our Queen" by Robert Hardman.

The Queen's speechwriter was drafting a speech about a visit to Birmingham and the first line read:

"I am very glad to be back in Birmingham".

The Queen read the sentence, picked up the pen and crossed out the "very".

What are you going to achieve in 2018?

Some years ago we said in our Christmas newsletter that our target for the next year was to win 10 new clients. One of our clients came back and said “How brave we were to say this publicly”.

Well we’ve always believed that if you state what you want in writing, you have a more than 50% chance of achieving it.

The following year we won our tenth new client on December 7th.

What are you going to tell the world you’re going to achieve in 2018?

Warm seasonal greetings and the best of luck in 2018

Barry Graham & Sally Clare



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