

## Albuquerque Model City Council Curriculum

### Public Speaking Tips

- Know your audience. When you speak to members of your district, it is important to understand who these people are and what their lives are like. This will help you connect with your audience and address their most serious political concerns.
- Remember – you’re talking to real people. People will be much more likely to vote for you if they like and respect you. Tell a story or a joke. Be honest. Be real. Cursing, racial or ethnic slurs, and too much slang may offend people in your audience and make them vote for one of your opponents.
- Don’t say insulting things about your opponents. It makes you look bad.
- Be persuasive. Think about the times when you’ve tried to convince a teacher to give you an extension on assignment, and try to use those same skills now. Many voters don’t have strong feelings for any candidate. They will vote for whoever persuades them most.
- Smile and look comfortable and excited. When you act nervous or unhappy, it makes your audience nervous and unhappy. Voters want to see a confident, capable candidate with nothing to hide. This means you shouldn’t fidget – don’t play with coins or your pen or sway from side to side. Try to make eye contact with your audience as much as possible. People will pay attention to you when they feel like you’re paying attention to them.
- Speak slowly and clearly. Since you’ve put a lot of work into your speech, you want people to be able to understand you. If you finish your sentences or the phrases of your sentences wherever you would naturally draw a breath, your speech will be easier to deliver and will sound more natural to your listeners.