

# End your speech with a bang!



# 1 – Bookend Close

- For a bookend speech closing, **refer back to your opening** anecdote or quote and say, “We have arrived, now, where we began.”
- Then repeat the message you want your audience to remember.
- Tell them what you are going to tell them; tell them, then tell them what you just told them.’



## 2 – Challenge Close

- Challenge your audience to **apply what you have told them** in the speech.
- If you were concluding a speech on the importance of taking action, you could say:

“The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing” So trust only movement. Life happens at the level of events, not of words. Trust movement..

## 3 – Echo Close

- **Focus on one word** in a quotation and emphasize that word to echo your final point.
- For example, consider the five echoes of the word “do” in this ending to a speech on the importance of getting involved in the education process:



# 3 – Echo Close

- “More than 450 years before the birth of Christ, Confucius said: ‘What I hear, I forget; what I see, I remember; what I **do**, I understand.’
- Let’s **do** it together. We’ve heard what we have to **do**. We’ve seen what we need to **do**. Now is the time to **do** it, and, together, we can **do** it.”

## 4 – Repetitive Close

- Find a phrase and structure it in a repetitive format that strikes:
- “Architects cannot renovate it.  
Businesses cannot incorporate it.  
Churches cannot inculcate it.  
Developers cannot innovate it.  
Engineers cannot calculate it.  
Governments cannot legislate it  
Only *you can* orchestrate it.”



# 5 – Sing Song Close

- **Ask the audience** to repeat a phrase that you used several times in your speech.
- Let say your phrase is: “Together, we can win.” You repeat that phrase over and over again. Then just before your close, you say: “I know that all of you are talented, all of you are driven. I know that none of us can do this alone, but (pause) Together (pause) we can (pause until the audience responds.)”

# 6 – Movie Close

- Make a reference to a well-known movie or book.
- For example, concluding a speech on being able pick yourself up after falling down in life, you could use the famous phrase from Terminator “I’ll be back!”



# 7 – Quotation Close

- Use a famous quotation to harness the audience's attention, much like turning on a spotlight.
- For example, concluding a speech on being unique person you could say:
- “Never do things others can do and will do, if there are things others cannot do or will not do”

## 8 – Third Party Close

- Take one quotation, say it and then expand it with your own words.
- “The dogmas of the quiet past are inadequate for the stormy present and future. As our circumstances are new, we must think anew and act anew.”
- And so must we. We need to look at this old issue in a new way, not simply for today but to make our tomorrows more rewarding, more fulfilling, and more compelling because of the change we make today. With your help, we can think anew and act anew on the issue before us today.”
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