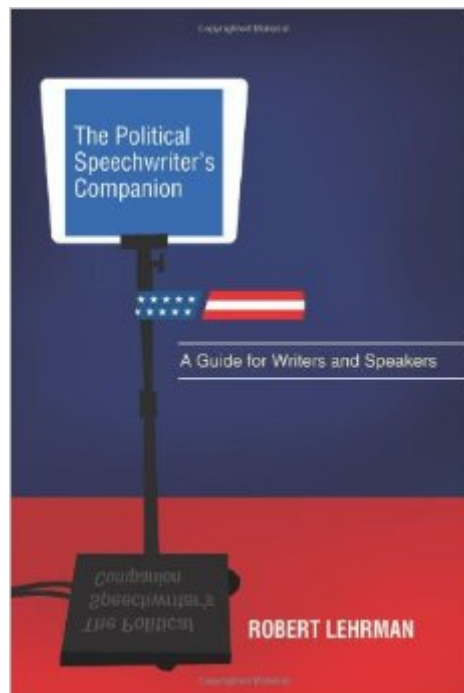


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# The Political Speechwriter's Companion: A Guide For Writers And Speakers



## Synopsis

Other guides on public speaking focus on how to convey knowledge or understanding. While it is useful to master such informative speech, other goals and strategies are essential for a politician: publicity, for one. To communicate optimism, to rely on material written by others, to speak repeatedly, day in and day out. Above all, politicians need to persuade their audiences. They can use facts or appeal to values, but in the end, they must urge action. Politicians are advocates. Robert Lehrman, former speechwriter for Vice President Al Gore, offers both speakers and writers the LAWS of political speech. He explains how speakers can deliver: Language the audience will understand and remember, Anecdotes that make listeners laugh and cry, Wit that pokes fun at opponents but also shows their own lighter side, and Support in the way of statistics, examples, and testimony. With how-to guidance in each chapter including annotated speeches Lehrman shows how to apply the LAWS at every step, even providing an entire chapter on delivery. Lehrman also opens up his Rolodex to readers, interviewing speechwriting luminaries who offer up their best advice in a Behind the Scenes feature. As Delivered boxes point to Web links for watching notable speeches, while a handy Speechwriters Checklist concludes every chapter.

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## Customer Reviews

Bob Lehrman has more than three decades experience writing speeches. He has written for politicians, celebrities, nonprofits and corporate CEOs. He worked as Chief Speechwriter in the White House to Vice President Al Gore. He's currently an adjunct professor at the American

University in Washington, DC where he teaches, together with political humorist Eric Schnure, a well-regarded graduate-level speechwriting course. This is the textbook for their course. It's an invaluable resource for writers and speakers in the political and corporate worlds. Lehrman's writing career began as a novelist who studied with Kurt Vonnegut at the Iowa Writers Workshop. He still enjoys the balance between writing under his own name and putting words into the mouths of the powerful. Lehrman is the author of four novels and numerous op-ed's. But it's the experience gained as a speechwriter in both houses of Congress, as well as the White House, that is the source of the lessons he shares in the classroom and his book. Bob and Eric teach two semesters a year. Many of their students have wanted to be speechwriters since middle school, when they became hooked on episodes of *The West Wing*. A common question he's asked is "How do I get a job as a political speechwriter?" He points out that with 200,000 candidates running for 60,000 elected positions in America every two years there's no shortage of work for anyone who can stand the long hours and low pay. He reminds students that political speechwriting is hard work. Ten hour days, six days a week, are common. Corporate speechwriters make three times the salary and can go home to their family. But corporate speeches are often information dumps built around PowerPoint.

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