



**EDIN Speaker's Bureau**  
**Ten Commandments of Speaking**

*"...the powerful story, the one people want to hear, is your story."*

1. Organize Around Key Messages
2. Thou Shalt Tell a Good Story
3. Focus on the Facts, Not the Trauma
4. There's No Substitute for Passion
5. Those First Moments Matter
6. Work Without a Net
7. Don't Worry About Looking Perfect
8. Say Just Enough. Then Stop
9. Practice
10. Say Thank You