

**Video #2 of Mastering the Monument Method**

**“Let the Objective Guide You”**

[Watch Video 2](https://club.monumentmembers.com/mastery-video2/)

MASTERING THE MONUMENT METHOD is a compact video course designed for competitors who want to master the art of writing and research.

# Previous Video

The step shared yesterday: “Misguided Methods (and a Roadmap for Mastery).” If you haven’t seen that video, it is foundational. [Watch Video 1 here](https://club.monumentmembers.com/mastery-video1/).

# Video #2 to Mastery “Let the Objective Guide You”

This video is about writing champion-level speeches.

I hope you got yourselves a packet of Gold Cards. These are simply impressive notecards with a perforation down the center to be used to organize a limited-prep speech. I’m going to show you how to use this card to organize an impromptu speech, and the routine can even lead to organizing a longer oratory or platform speech.

That’s what you are going to do in this week’s video: Learn the method that makes speech writing simple and fluid. Writing speeches should flow from you with ease and excitement.

What? This isn’t the case for you? The task of writing a speech is daunting? Overwhelming? Chances are good that you’ve been doing it wrong.

Let me explain the wrong way. For example, you are a passionate young person who believes in a social issue (fill in the blank whatever that issue may be). You go to your computer and you type and type and type your ideas and thoughts until you have the required five-or-so pages to fill in your 10 minute oratory. You come to me after getting consistent fifth-and-below at your first tournament, and I tell you to scrap the entire thing and start over. Don’t be offended! I respect your enthusiasm, but you are doing speech writing wrong.

Another example: the impromptu speech. Extemp, apologetics, whatever. You draw the question and you even get a topic that you know a lot about. You may even be a confident talker. You stand up and you talk and you talk and you talk. You get your ballots — all fifth-and-below — and the positive feedback says my, how you know so much about this topic, but it needs organization.

Let’s not forget literary interpretation! You have your favorite book that you perform, and you may do extremely well. But please don’t be that speaker who just rattles off the title and author without exploring the purpose of the piece. When you do that, you miss the incredible opportunity to set the objective of the literature.

These three examples (platform, limited-prep, interp) are examples of doing speech wrong. But it is the most common pathway students take. I see it now as exhausting. I used to coach kids through rewriting their speeches, and that, too, was exhausting. I’ve learned to tear back everything and focus on the heart of the speech: *the objective*.

Here’s what you need to do to write that champion-level speech: *let the objective guide you*. Don’t bother doing anything else before writing a clear, concise objective statement. This video explains how to set your speech in motion, get it on the right track, and kick off your year with a powerful speech for competition.

By the end of this video you will have a tried-and-true formula to speak on *anything*. And this formula works for *anybody*. You may be that speaker who can’t shut up, always having words to say something about something. You’re more annoying than you think! Perhaps you’re that speaker who doesn’t know what to say. You draw that card in an impromptu round and you just stand there, not knowing where to begin. You’re likely somewhere in between: You can manage to pull something together, and you’re not exactly mute. But you’re not where you want to be: Your speech is placed at the top of the judge’s stack and you are consistently winning rounds.

You’re in a great spot to start the year off right.

**Every young competitor can write champion-level speeches by first knowing what an objective statement is and then following the template to writing their speech.**

And — if you’re watching this course during July when I am releasing it — I will give you an opportunity to submit your objectives to me for some free coaching. Stay tuned to the end on that.

Okay? Let’s get started.

# Video #2 to Mastery “What Is an Objective?”

Much of what I’m sharing is developed by Ken Davis, a friend of mine and a supporter of speech and debate. He, in fact, has a hilarious routine of how his English teacher forced him to go out for speech as a punishment for acting up in class. He says competitive speech — he did humorous interp — was the best turning point of his life. He is now a renowned Christian comedian.

Most people know Ken as a comedian, but he also runs what he calls SCORRE Conferences. Professionals typically pay thousands of dollars to be trained by his SCORRE coaches, and a select few are allowed to reteach his methods. Well, my dear Member, I happen to be one of those few who have been trained to reteach SCORRE. The method I introduced in *Keys to Speech and Debate Success* and the modification I will be sharing with you now is worth a ton of money! (You’re welcome.)

If you took my *Keys to Speech and Debate Success* class, you are aware of the SCORRE method, briefly explained in the video that showed the importance of structure in speech writing. You can review the entire process [here](https://club.monumentmembers.com/keys-video2/). Real quick review:

* S = Subject. Every speech needs to narrow down to a specific *subject*.
* C = Central Theme. Take your subject and narrow it down even further.
* O = Objective. The heart of your speech, a strong statement of objective.
* R = Rationale. The steps or processes to fulfilling the objective.
* R = Resources. The evidence, statistics, research, etc. to your rationale.
* E = Evaluation. The process of going back and tweaking the SCORRE steps.

What I didn’t go into in Keys was the template. There is a simple template that you can follow that gives you the pathway to writing a champion speech every single time. Let me give that template to you, then I will break it up into two parts to show you exactly how this is done.

Ready to learn the SCORRE Method? It all starts AND ends with *objective.*

# Video #2 to Mastery “The Objective Template”

There is a template to follow when creating an objective. When you follow this template at the beginning of your speech writing (not later!), you will find your speech writing to be extremely efficient and ultimately successful in competition. Follow this template loyally:

Every \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(a noun that identifies your audience)

should \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **WHY?**

(what you want your audience to do/believe/etc.)

because of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(include a keyword — “plural noun”)

My Keyword Is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My Rationale Are:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE: These are derivatives of the Keyword.

Most successful competitive speeches are persuasive in nature. However, some leagues differentiate between persuasive speeches (like an oratory) and informational speeches. Ken Davis calls informational speeches “enabling” speeches, where the objective shows the audience how to do something. This entire video is an informational speech.

In fact, take a look at the beginning of this video. Did you notice my objective statement? I bolded it and put it up on the screen for all to see: “Every young competitor can write champion-level speeches by first knowing what an objective statement is and then following the template to writing their speech.”

Informational speeches do not ask “why?” Instead, these speeches ask “how?” You will still hae a keyword that launches your rational, but the purpose will be different. Here is the template to follow if you are writing an informational speech:

Every \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(a noun that identifies your audience)

can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **HOW?**

(what you want your audience to do/believe/etc.)

by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(include a keyword — “plural noun”)

My Keyword Is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My Rationale Are:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE: These are derivatives of the Keyword.

# NEXT STEP: Write Your Objective Statement

Through the month of July, I want to see some objective statements. Post on the page some statements. I will take them seriously and help guide you to effective objective statements for your speeches.

If you post this week, I will enter your name to win a free copy of Ken Davis’ book that explains further the SCORRE Method.

# Proof of Completion

*(For students required to take this class for school or club.)*

Assignment: Post your objective statement online and take a screenshot of your post. Send this to your teacher to prove completion of this video class.