writing for green

Speaker Notes Guide

Why should you use speaker notes instead of reading from a full script when presenting?

- Full scripts are difficult to read smoothly during delivery
- Relying on a script leads to losing your place and losing confidence
- Reading word-for-word results in a robotic, monotone delivery
- Bullet points serve as memory prompts, keeping you on track without word-for-word reading
- Speaker notes allow for a more natural and conversational delivery
- Speaker notes give you the freedom to adapt to your audience in the moment

What should speaker notes look like?

- **Short and concise:** a few words or a brief phrase, not full sentences
- **Key points only:** capture the main ideas of your pitch, not every word you plan to say
- **In your own words:** written the way you naturally speak so it feels authentic
- **Logical flow:** organized in the order you plan to deliver your pitch
- **Easy to glance at:** large font and spaced out so you can quickly reference them without losing focus

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Full Script:

Hi, my name is Brianna, and I am the founder of GreenBox, an eco-friendly packaging company. Every year, millions of tons of plastic packaging end up in landfills, causing serious environmental damage. GreenBox offers businesses a fully biodegradable packaging alternative that is affordable, sustainable, and customizable. We have already partnered with 10 local businesses and reduced their plastic waste by 40%. I am seeking $50,000 in funding to expand our production and reach more businesses across the region.

Speaker Notes:

- **Name + role:** Brianna, founder of GreenBox
- **Problem:** millions of tons of plastic in landfills
- **Solution:** biodegradable, affordable, customizable packaging
- **Proof:** 10 partners, 40% waste reduction
- **Ask:** $50,000 to expand production