Rules for Lowell Speeches

TEAM. Always build a team. Ask people you care about: your mother and your lover — your family, friends, mentors, tutors, coaches, entryway, priests, professors, high school teachers, people from your summers, and from home. No matter what happens in life, the skill that remains most important is building a team.

TIME. Dedicate time to preparing your speech. Lots of time, spread over many weeks.

PERSONAL. Write a speech only you could give. Make it personal by revealing your experiences and feelings.

STORIES. Think about the stories you will tell. True stories about you have special power. Your choice of personal stories does the most to define your speech.

WRITING. Write and rewrite your speech word for word. Writing is a tool like a three-ton jack. When used properly, it concentrates weeks of thought into moments of superpower.

AFTERLIFE. Give your speech an afterlife. Share.