

### Section 1:

**#1: Opening paragraph** "Today, I stand before you not as a politician, but as a servant of the people. I am running for president because I believe in the power of unity, the strength of integrity, and the promise of a future shaped by bold ideas and honest leadership."

#### Strengths:

- Your opening creates a strong connection with your audience by positioning yourself as a servant rather than someone seeking power
- The use of three paired concepts (unity/power, integrity/strength, future/promise) creates a rhythmic flow that makes the speech memorable

**Vague positioning** → Whilst you express belief in "unity" and "integrity," your speech doesn't show what makes your understanding of these values different from any other candidate. Your audience needs to know why your version of unity matters more right now. Consider including a brief example or story that demonstrates what unity looks like in action, rather than simply stating you believe in it.

**Exemplar:** *"I stand before you today having witnessed what happens when we choose unity over division—in my own community, I've seen neighbours from different backgrounds come together to rebuild our local school, proving that when we listen to each other, we can achieve what seemed impossible."*

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**#2: Policy commitments paragraph** "If elected, I will prioritise education reform that prepares our youth for the future. I will invest in clean energy to protect our environment and create jobs. I will fight for affordable healthcare that covers every citizen, not just the fortunate few."

#### Strengths:

- You present a clear list of priorities that shows you've thought about different areas of concern
- Your healthcare point uses effective contrast ("every citizen, not just the fortunate few") to highlight the problem you're addressing

**Lack of specific detail** → Your promises sound similar to what many candidates say, but you haven't explained how your plans would actually work. When you mention "education reform," your audience needs to understand what specific changes you'll make. Will you hire more teachers? Change the

curriculum? Fund different programmes? Without these details, your listeners can't picture what will be different if you win.

**Exemplar:** *"I will invest £500 million to reduce class sizes to no more than 20 students per teacher in primary schools, ensuring every child receives the individual attention they deserve to succeed."*

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**#3: Closing paragraphs** "This campaign is not about me. It is about us. It is about building a country where opportunity is not limited by zip code, where justice is not delayed, and where freedom is not compromised."

**Strengths:**

- Your use of repetition ("It is about") creates emphasis and helps your audience remember your key message
- The three parallel phrases about opportunity, justice, and freedom create a balanced structure that sounds organised

**Generic conclusion** → Your ending uses broad statements that could apply to almost any election in any country. Your audience has heard phrases like "building a better tomorrow" and "make history" many times before. You need a final message that connects directly to something unique about this moment or your specific vision. What particular historical moment are you asking people to be part of? What makes this election different from others?

**Exemplar:** *"In this defining moment, as we face the challenge of rebuilding our economy whilst protecting our planet, I ask you to join me in proving that we can create prosperity and sustainability together—not in some distant future, but starting this year, in your community."*

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■ Your speech demonstrates good basic structure, moving from introduction through policy points to a conclusion, but it needs more substance to truly convince your audience. The main challenge is that your writing relies heavily on general statements rather than specific evidence or examples. When you say you "understand the struggles of small business owners" or "the concerns of teachers," you haven't shown your audience that you truly understand by sharing what you've learnt from them. Additionally, your policy section lists what you'll do but doesn't explain the reasoning behind your choices or how you'll achieve these goals. To strengthen your content, take your fourth paragraph where you list policies and expand each promise into its own paragraph with specific details—for

instance, instead of simply saying "I will invest in clean energy," explain exactly which forms of clean energy you'll support, how much funding you'll allocate, and what jobs this will create in your listeners' communities. Also, your speech would benefit from including at least one story or concrete example that brings your values to life, perhaps in your second paragraph where you mention listening and learning. Consider sharing a specific conversation you had with a veteran or a teacher that changed your thinking on an issue. This would make your claim about understanding people's experiences feel real rather than empty. Your language is clear and accessible, which works well for reaching a broad audience, but remember that clarity becomes most powerful when paired with substance—simple words explaining specific ideas are more convincing than simple words describing vague concepts.

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**Overall Score: 43/50**

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## **Section 2:**

**#1** My fellow citizens,

Today, I stand before you not as a politician, but as a servant of the people. I am running for president because I believe in the power of unity, the strength of integrity, and the promise of a future shaped by bold ideas and honest leadership.

**#2** Our nation faces challenges that demand more than slogans. We need solutions rooted in reason, compassion, and courage. I offer a vision that puts people first. A vision where every child receives a quality education, every worker earns a fair wage, and every family feels secure in their home and community.

I have spent my life listening, learning, and leading. I understand the struggles of small business owners, the concerns of teachers, the hopes of students, and the sacrifices of our veterans. These experiences have shaped my commitment to policies that uplift rather than divide.

If elected, I will ~~prioritize~~ [prioritise] education reform that prepares our youth for the future. I will invest in clean energy to protect our environment and create jobs. I will fight for affordable healthcare that covers every citizen, not just the fortunate few. I will strengthen our infrastructure, ~~modernize~~ [modernise] our transportation systems, and ensure that rural and urban communities alike share in our progress.

I believe in a government that is transparent, accountable, and responsive. Corruption has no place in public service. I will work tirelessly to restore trust in our institutions and ensure that your voice is heard in every decision we make.

Our democracy thrives when we engage with one another respectfully. I will lead with empathy, not ego. I will listen to those who disagree, seek common ground, and never forget that leadership is a privilege earned through service.

**#3** This campaign is not about me. It is about us. It is about building a country where opportunity is not limited by zip code, where justice is not delayed, and where freedom is not compromised. It is about creating a future that ~~honors~~ [honours] our past whilst embracing innovation and progress.

I ask for your support not because I claim to have all the answers, but because I am committed to asking the right questions, listening to your concerns, and working with you to build a better tomorrow.

Together, we can rise above division. Together, we can shape a nation that reflects our highest ideals. Together, we can make history.

Thank you. Let us begin.