

## Wedding Speech

### Market Sentiments

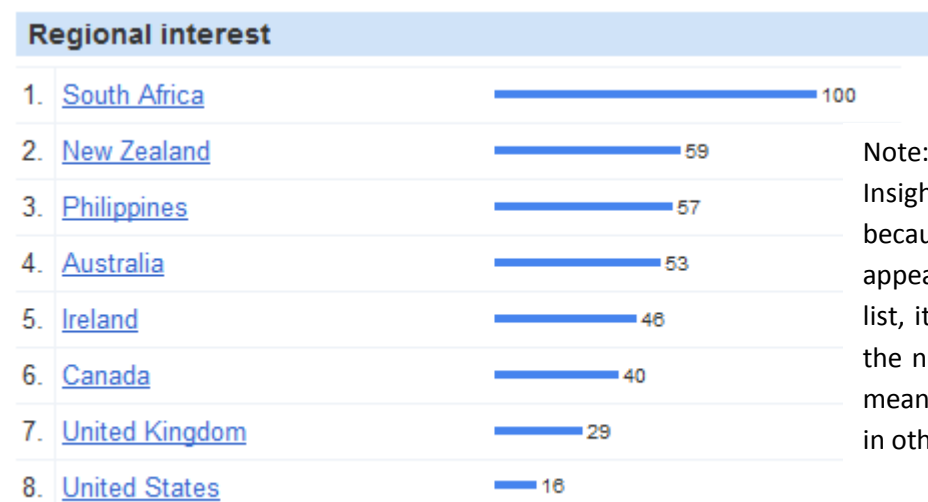
#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



#### Regional Interest

Shows general market interest online according to geographical location

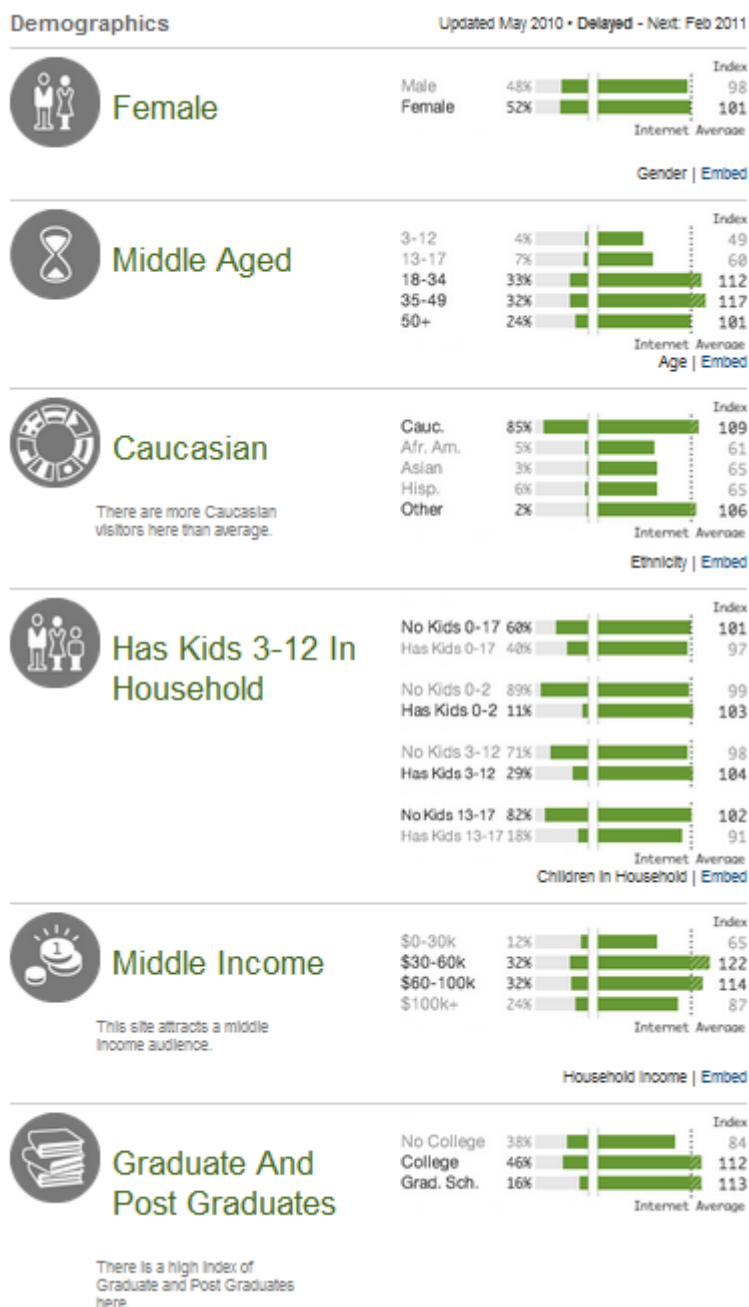


Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on [www.freeweddingtoasts.net](http://www.freeweddingtoasts.net))

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

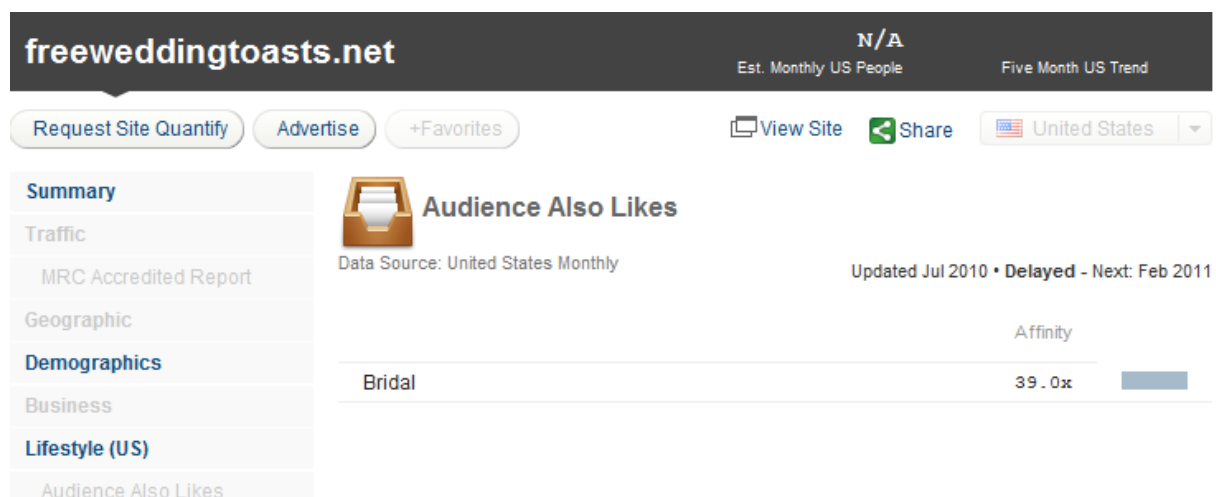
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on [www.freeweddingtoasts.net](http://www.freeweddingtoasts.net))

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



## **Frequently Asked Questions**

- How do I prepare for the wedding speech?
- What kind of information should I collect?
- What are the different types of wedding speech?
- How can I deliver a touching wedding speech?
- How long should a groom wedding speech be?
- Does the best man need to give a wedding speech ?
- Anyone know a good famous quote for a wedding speech?
- What do you say in a wedding speech when you think the marriage is a mistake?
- What do I write in a wedding speech for my husband?
- How can I write a witty and funny wedding speech?
- What goes into the brides wedding speech?
- What are the dos and donts in a wedding speech?
- Where is the wedding speech in the bible?
- Who should be doing wedding speech?
- Can pictures be shown in a wedding speech?
- Is two minutes too short for a best man's wedding speech?
- What are some good quotes for wedding speech?
- What do you talk about in a wedding speech?

- Is it wedding tradition for the maid of honor and best man to make a wedding toast or speech?
- Does the bride's dad give his father of the bride's wedding speech before anybody else does?
- How is the flow of the wedding speech?
- How do I start off a speech for a wedding?
- Where do I get some ideas for a wedding speech?
- What do you say for the toasting part of a best man speech at a wedding?



## **Problems & Frustrations**

- **Trouble talking in front of people**

I have trouble talking in front of people and I'm concerned that I might start crying like a girl during my speech at my daughter's wedding. Is it alright if I drink a little before my speech?

- **Problem of giving a positive speech**

My best friend of twenty years is getting married in a week. I am the matron of honor, have been with her during all the planning, am hosting the bachelorette party this weekend, will be standing next to her at the wedding, singing during it, and am supposed to give a speech. The problem being that right now I feel like love is a crock and marriage is a bad idea. So how do I write something positive and appropriate and say it in front of all these people without either bursting into tears, vomiting, or sounding terribly fake?

- **Hate public speaking**

I hate public speaking, but I have been asked by my beloved Aunt to speak at my cousin's wedding and I cannot refuse. What are components of a great wedding speech or toast? Does anyone have creative ideas?

- **Nervous and fear of stumbling over words**

I will be giving a speech at my sister's wedding. I know that at least half the people at the wedding will be people I know, but I can't help but feel nervous! When I'm feeling nervous, I tend to stumble over my words, and I don't like how people feel sorry for me. Is there any way I can overcome my nerves?

- **First time speaking at a wedding**

I'm stressing out about my brother's wedding and the toast I'll be giving to him and his lovely wife. This is the first time I will speaking at a wedding. Can anyone give me a gauge of how long or short the speech should be?

The thought of giving my best man speech is really making my stomach twist. It will be the first time I'm making a speech, so I don't really know what to expect. What are the key things that make a best man's speech good? Any tips or advice?

- **No ideas of what to say**

In 4 weeks' time, I will be going to my brother's wedding. I will also be making a speech, which I'm happy about. Seeing as I haven't met my future sister-in-law yet, and that I have never seen my brother and her together (we live in different countries), I can't say that I know anything much about their relationship and therefore I can't make a very personal speech. However, I want to make a general speech about marriage and love and partnership, and I was wondering if anyone has any good ideas or quotes to help me with my creative process?

I need help on 'talking points' for an upcoming wedding, where I'll be the best man. I've known the guy like, forever... same high school, same university for our undergrad years, a lot of shared escapades, etc. My overall aim is to strike a humorous, but deep, tone. What are the appropriate things/areas to focus on?



I will be giving a speech at my best friend's wedding. Have been a few ideas out, but I'm having trouble pulling it all together into any kind of speech format. Has anyone ever done this? Any tips?

I'm going to be the Best Man at an upcoming wedding for a buddy. I'm going to have to make short speech at the wedding and I'm wondering what to say. I could go the usual route and tell embarrassing stories about my buddy but I don't really want to get him into too much trouble. Anyone got any good ideas for things to talk about in the wedding speech?

- **Problems in writing a speech**

My best friend Claire has asked me to be her 'bridesman' at her wedding and has also asked me to do a funny speech (no pressure then...) The thing is, I'm having some problems writing it. Not because I'm not funny or anything The thing is if it was a best man's speech it would be easy as you just have to basically slag off the groom and make jokes at his expense. But everything I've read about 'rules for speeches' and 'wedding etiquette' seems to point out that the bride should always be complimented and speeches should not offend the bride. Would it be inappropriate to include some friendly digs about her - stupid things she has done and said in the past for example, or should i steer clear? Maybe for every 2 or 3 jokes about her I could throw in a compliment?

I am the bride and didn't make a speech at our engagement party so I've been told I should make a speech at the wedding. The problem I have is that I am a perfectionist and have problems writing things. Can someone please give me some inspiration on how to reuse stories or jokes?

I have wedding toast writer's block and a very tight schedule (I left it for the last minute). The wedding is just a few days away, does anyone know where I can find wedding speech templates to start off with speech writing?

My son is will be marrying in a few weeks' time and I have been asked to make a speech. My husband is deceased. I need help with what to say in my speech. Do I mention the groom's father who passed away 2 years ago?

I'm the best man at my best friend's wedding. I know, as far as etiquette goes, that I will be giving a speech and toast at both the rehearsal dinner and the reception. I don't want to make the same toast twice. So what should I do?

- **Fear of wedding being ruined by wedding speech**

My fiance and I are getting married next spring, and the best man is my fiance's best friend from school. He's incredibly RUDE, extremely perverted, and doesn't think before he speaks. He's the kind of guy that won't write a speech and will only say what's on his mind at the time. I've tried to suggest to the best man that he should ask one of the other groomsman (who is also a good friend, and coworker) to help him write his speech. He fluffed it off and said that he was sure he could "come up with something good". I want to confront my fiance on this subject, but I'm afraid that he will take it the wrong way. I don't want to insult his best friend from childhood, but I don't want my wedding ruined because of something the best man says. What should I do?

My parents are divorced and have a very bitter relationship. My relationship with my father is rocky and he has spent a long time away from the family. I don't want to make

relationships worse, but my partner and I are nervous about my father making a speech at the reception. What do you suggest?

My parents are divorced and I really don't want my mother and father bickering over who does the speech. I would prefer my maid of honor to do a speech instead,. Is this alright?

- **Fear of people not understanding**

My brother/best man is deaf, and is having a tremendously hard time thinking of ways he can deliver his speech at my wedding (in 12 days!). I always say he doesn't have a very thick deaf accent. But I've been hearing it for 20 some years, so I'm a bit biased. In all honesty, people at the wedding would probably have a hard time understanding him. He's really nervous...for good reason. Any ideas?

- **Conflicting religious beliefs**

My fiance and I have gone to some trouble to ensure our civil ceremony remains free of religious themes, both as a result of our own views on the subject and those of the large part of both our families (mixed views, but on the whole, we are non-believers). We have asked both his father and my mother to make a short toast during lunch. I have now found out that my mother intends to incorporate a prayer and offering in her toast. Unfortunately, we are not talking about something like "god bless"... mom actually intends to pray/toast to a pagan goddess. I love my mother beyond measure, but don't share her religious position at all, and become very uncomfortable when the topic arises. Is it appropriate for me to address the issue, possibly ask her to refrain from any religious references, or should I simply accept the wishes since I did, after all, ask her to make a toast?