Example 1:

At the Democratic National Convention in 1896, William Jennings Bryan concluded his stirring speech against the gold standard in national currency with the words that have become the title of his speech:

“Having behind us the producing masses of this nation and the world, supported by the commercial interests, the laboring interests and toilers everywhere, we will answer their demand for a gold standard by saying to them: You shall not press down upon the brow of labor this crown of thorns: you shall not crucify mankind upon a cross of gold.”

Example 2:

In the face of a German threat of an invasion upon England in World War II, Winston Churchill on June 18, 1940 called upon all of the British to brace them. He concluded his speech with the words that have become the title of the speech:

“Let us therefore brace ourselves to our duty and so bear ourselves that if the British Commonwealth and Empire lasts for thousands of years, men will say: ‘This was their finest hour.’”

Example 3:

If you were concluding a debate speech on the importance of taking action, you could say:

“Let’s turn from spectators into participants. Let’s recall the inspiring words of U.S. President Theodore Roosevelt who said:

‘Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to remain with those poor spirits who neither enjoy much nor suffer much because they live in the gray twilight that knows not victory nor defeat.’

We have too much to do to sit on the sidelines. We need you to step out of the gray twilight into the bright sunshine so that we can all see the dawn of a new day.”

Example 4:

Make a reference to a well-known movie or book.

“Life is made up of small comings and goings. And for everything we take with us, there is something that we leave behind. In the summer of ‘42, we raided the Coast Guard Station 4 times. We saw 5
movies. And we had 9 days of rain. Benji broke his watch. Oskie gave up the harmonica. And in a very special way, I lost Hermie, forever.’

So too this year, in a very special way, we have lost our old company in a very special way. Now we are moving on to a stronger, more mature company.”

Example 5:

If you were concluding a speech on the importance of maintaining self confidence in the face of adversity, you could say:

“We have to be like the bird – the bird that author Victor Hugo one observed – the bird that pauses in its flight awhile, on boughs too light, – on a branch that is likely to break– feels that branch break, yet sings, knowing she hath wings.”

Example 6:

If you were concluding a speech on the importance of embracing change, you could say:

Change has become a way of life to a better life. We have to recall the insight of President Abraham Lincoln, on the brink of Civil War and fighting the near 100-year long tradition of slavery in the United States dating back to George Washington and Thomas Jefferson, who owned slaves. Lincoln looked change directly in the eye and said:

“The dogmas of the quiet past are inadequate for the stormy present and future. As our circumstances are new, we must think anew and act anew.”

And so must we. We need to look at this old issue in a new way, not simply for today but to make our tomorrows more rewarding, more fulfilling, and more compelling because of the change we make today. With your help, we can think anew and act anew on the issue before us today.”