Persuasive Speech Sample Outline

**Introduction**

1. Attention Getter – make an impression; story; quote; stats; rhetorical question; comparisons
2. Link-to Audience – identify a personal connection in the audiences’ life
3. Establish Speaker Credibility – Why should audience listen to YOU? Demonstrate how you are an ‘expert’ through your own use, experience, or research
4. Thesis Statement – purpose of your speech/topic and how you feel, Ex: Today I am here to convince you that ....
5. Preview Statement – say what you will be talking about (your main points)/your goal=audience will remember the main points

**Transition – Ex:** Let’s begin by talking about…

{Your body will have 2-5 main points. This will be determined by how long you talk about each main point. More than 5 gets too confusing. Below is a SAMPLE – you do NOT have to follow this format. Your format will be determined by how much you have to say about your main point.}

1. **Main Point #1** – STRONGEST POINT
	1. Support
		1. Evidence, Example, or Detail, Statistic, Testimonial
		2. Evidence, Example, or Detail, Statistic, Testimonial
	2. Support
		1. Evidence, Example, or Detail, Statistic, Testimonial
		2. Evidence, Example, or Detail, Statistic, Testimonial

**Transition – Ex:** Besides [main point #1, main point #2]

1. **Main Point #2** – (“sandwich” your weakest point)
	1. Support
		1. Evidence, Example, or Detail, Statistic, Testimonial
		2. Evidence, Example, or Detail, Statistic, Testimonial
		3. Evidence, Example, or Detail, Statistic, Testimonial

**Transition**

1. **Main Point #3** – 2nd STRONGEST POINT
	1. Support
		1. Evidence, Example, Detail, Statistic, Testimonial
		2. Evidence, Example, or Detail, Statistic, Testimonial
	2. More Support
		1. Evidence, Example, or Detail, Statistic, Testimonial
		2. Evidence, Example, or Detail, Statistic, Testimonial
		3. Evidence, Example, or Detail, Statistic, Testimonial
		4. Evidence, Example, or Detail, Statistic, Testimonial
	3. More Support
		1. Evidence, Example, or Detail, Statistic, Testimonial
		2. Evidence, Example, or Detail, Statistic, Testimonial

**Transition – Ex:** Let’s go back over what we’ve learned today.

**Conclusion**

1. Restate Thesis – topic and how you feel
2. Restate Main Points – first we talked about\_\_\_, then\_\_\_, and finally\_\_\_.
3. Call-to-Action – what do you want them to do?
4. Clincher – bring to a good stopping point