

## Individual Persuasive Speech Outline

My audience is:

My general purpose is:

My specific purpose is:

### Introduction

- A. Attention arousing material:
  - B. Tie to Audience: (How people are affected by this issue)
  - C. Personal Credibility material: (This is the research that you conducted)
  - D. Thesis: (The thesis is the issue that you are addressing)
  - E. Preview:
- Transition to body of speech:

### I. Body (Include a topic sentence here to lead into your argument)

- A. Main point #1 (statement of need for action)
  - 1. (description of problem)
    - a. (signs, symptoms, effects of problem)
    - b. (example, narrative, or testimony)
  - 2. (description of problem)
    - a. (signs, symptoms, effects of problem)
    - b. (example, narrative, or testimony)
  - 3. (description of problem)
    - a. (signs, symptoms, effects of problem)
    - b. (example, narrative, or testimony)
  - 4. (importance of problem) (Keep in mind this area may vary due to the causes)
    - a. (extent of problem)
      - 1. (facts/statistics)
      - 2. (expert testimony)
    - b. (who is affected)
      - 1. (facts/statistics)
      - 2. (example/narrative)

Transition to main point #2
- B. Main point #2 (present solution that satisfies need)
  - 1. (description of solution)
    - a. (how solution satisfies need)
    - b. (how solution can be implemented)
  - 2. (plan of action)
    - Step #1 of Plan:
    - Step #2 of Plan:
    - Step #3 of Plan:

Transition to main point #3
- C. Main point #3 (visualize results)
  - 1. (describe expected results of action)
  - 2. (describe consequences of inaction)

### II. Conclusion (Include a topic sentence here to lead into your conclusion; be creative)

- A. Review
- B. Refer back to introduction
- C. Call for action
- D. Sense of Closure

## Persuasive Speech Questionnaire

Type the answers to the following questions. Include the answers with your presentation outline and bibliography on the day you are speaking. Remember that your bibliography must have a minimum of 12 credible sources. Most importantly, sources must be verbally cited during the speech (Author, Title, and Year of article, book, ect) and also in the body of the outline. These sources must be cited according to MLA or APA formats. Additionally, you will not receive credit for your sources unless you physically cite them within your speech.

Your outline must follow the guidelines for Problem, Cause, and Solution Pattern. You will be graded on whether or not your motivate your audience to act. Use this questionnaire as a guide that you are achieving these goals. Please do not return this questionnaire, it only use for your group discussion.

1. How much does your audience already know about your topic?
2. What opinions does your audience already have about your topic?
3. Is the purpose of your best achieved by altering your audience's opinion or their behavior?
4. Explain exactly what it is that you want your audience to do?
5. Is it realistic to believe that your audience will do what you are advocating? Explain.
6. Is your audience likely to be hostile, friendly, or ambivalent to what you are trying to get them to do? Explain.
7. List 3 objections that your audience is likely to have to what you are asking them to do.
8. List 3 things your audience will perceive positively about what you are asking them to do.
9. Regardless of audience perception, what are the 3 main reasons why your audience should do what you are asking them?
10. How can you make you 3 best arguments acceptable or more persuasive to your intended audience?
11. Is there any reason why your audience should see you as credible? Explain your answer.
12. What tier of Maslow's Hierarchy of Needs does your speech address? Explain.