

Creating a Persuasive Speech Which Calls For Action Using an Outline Format

Before you begin:

We already know that your **purpose** is to persuade.

The **purpose statement** expresses the goal of the speech. Formulating it lets you identify precisely what you want the speech to accomplish. In the case of your speech, what do you want the governing body to do?

Complete this sentence by identifying what you want the governing body to do and you will have your purpose statement. Hint: you'll need to start with an action word.

To persuade the _____ to _____

Developing Your Introduction:

The **introduction** is important because it gets the attention of your audience.

Attention Getting Device:

This is the first statement you will make after you tell the governing body your name and address. It is designed to get their attention. What you say has to relate directly to your speech topic. You should look to use evidence and/or emotion in your attention getting device.

Examples of Attention Getting Devices (circle the ones that are of most interest to you for your speech):

Quotation(s)

Really short story (real or hypothetical)

Question(s)

Startling statement(s)

Humor

After you know which attention getting device you want to employ, use the space below to jot down what you want to say:

Developing the Body:

The **body** is where you will present your three main points as they fulfill your purpose and support your purpose statement.

Your three main points will be organized as:

- I. A statement of the problem as you see it with evidence and emotion as supporting points
- II. A short statement of what you think needs to be done to solve the problem
- III. A clear explanation as to how the solution will put an end to the problem with evidence and emotion

Supporting Points:

This is the variety of evidence you use to justify your main points.

It will lead your audience to accept the purpose of your speech.

You need to cite where your evidence comes from in order to establish credibility and to give credit where credit is due.

Developing Your Speech Body:

What is the problem?

I. _____

What evidence can you offer to prove that this problem exists?

A. _____

What emotionally charged examples can you offer to further prove that this problem exists?

B. _____

As you see it, what is the best solution?

II. _____

How will this solution put an end to the problem?

III. _____

What needs to happen in order for the solution to work (use evidence here if you can)?

A. _____

What, if anything, stands in the way of implementing the solution (use emotion here if you can) and what benefit(s) can you point to that would outweigh anything standing in the way?

B. _____

Developing Your Conclusion:

The purpose of your speech **conclusion** is to tell the governing body exactly what action you need them to take. If you want, you can use emotion and/or more evidence. This is the last thing you will say before thanking the governing body and returning to your seat.

In one or two sentences state the **exact action** you are calling for the governing body to take:

_____ Thank you.

My Speech Outline

Now use your notes from the previous pages to construct your speech here

Introduction:

Body:

I.

A.

B.

II.

III.

A. _____

B. _____

Conclusion:

_____ Thank you.