**PERSUASIVE SPEECH OUTLINE TEMPLATE**

\_\_\_\_\_\_\_\_ Minutes

**TITLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,** by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EXACT PURPOSE:** To convince the audience that . . . (complete this statement)

(Although it is the first part of your outline, **DO NOT begin your speech delivery by stating your exact purpose**. **The first thing you say should be your attention grabber**.)

**I. INTRODUCTION**

**A. Attention Grabber:** (Statement to wake the audience up / make sure they are listening!)

**B. Thesis:** (Tell listeners what action you want them to take - OR - how you want them to think.)

**C. Qualification:** (Tell listeners your personal experience with your topic, making you qualified to affect their opinions about it.)

**II. BODY**

**A. Reason 1:** (Tell one reason why listeners should act or think the way your thesis suggests.)

**i. EXAMPLE 1** - Support for reason given above.

**ii. EXAMPLE 2**- Support for reason given above.

**iii. EXAMPLE 3** - Support for reason given above.

**TRANSITION SENTENCE:** (Smoothly connect Reason 1 with Reason 2.)

**B. Reason 2:** (Give listeners a second reason why they should act or think as you want them to.)

**i. EXAMPLE 1** - Support for reason given above.

**ii. EXAMPLE 2**- Support for reason given above.

**iii. EXAMPLE 3** - Support for reason given above.

**TRANSITION SENTENCE:** (Smoothly connect Reason 2 with Reason 3.)

**C. Reason 3:** (This should be your STRONGEST argument. Tell listeners the most important reason why they should act or think the way you want them to.)

**i. EXAMPLE 1** - Support for reason given above.

**ii. EXAMPLE 2**- Support for reason given above.

**iii. EXAMPLE 3** - Support for reason given above.

**SIGNAL THE WRAP UP!** (Move smoothly from Reason 3 to the conclusion of your speech.)

**III. CONCLUSION**

**A. Summary**: (Briefly remind listeners why they should agree with your position.)

**B. Memorable Ending/Audience Challenge:** (End with a powerful closing thought or recommended course of action.)

**C. Thank Audience for Listening**