

# How to Write an Outline for a Persuasive Speech

Giving persuasive speeches isn't just for high school and [college](#) composition classes. You may already give persuasive speeches and not know it. Even if you're not formally presenting persuasive speeches, it's important to know how to present your ideas in such a manner. A format exists for outlining your thoughts in a persuasive speech. The format exists for a reason. It is a logical and powerful means of presenting your views.

## Instructions

- **1** Select your topic. The more specific the topic, the better.
- **2** Set guidelines. You already know that you want to persuade. Now choose specifically what you want to persuade the listener to do. A speech to advance an idea is different than a speech that motivates the listener to action.
- **3** Get the listener's attention. Fill the listener with a sense of urgency.
- **4** Establish credibility. Explain to the listener why he should listen to you on this subject.
- **5** Make a definite statement. Your speech should have what is called a "thesis." A thesis is a clearly defined, one-sentence statement that sums up your argument.
- **6** Summarize your points. Explain why your subject is of urgent need. Tell the listener how she can help solve the problem. Outline the difference between a positive resolution and a negative resolution. Finally, leave the listener with a sense of how he can make a difference.
- **7** Summarize your points again. Briefly restate the main points of your speech. Take the listener through the speech again in highly abbreviated form.

## Tips & Warnings

- Don't forget to add transitions in your outline. Without them your speech will be clunky and awkward.
  - Know your audience. Always be aware of who you are speaking to. Use the points that will best persuade that particular audience.
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Read more: [How to Write an Outline for a Persuasive Speech | eHow.com](http://www.ehow.com/how_5690766_write-outline-persuasive-speech.html#ixzz1KUEQ24s5)  
[http://www.ehow.com/how\\_5690766\\_write-outline-persuasive-speech.html#ixzz1KUEQ24s5](http://www.ehow.com/how_5690766_write-outline-persuasive-speech.html#ixzz1KUEQ24s5)

# **SAMPLE PERSUASIVE SPEECH OUTLINE**

## **(Motivated Sequence)**

by: Erin Solomon (Fall 1998)

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**Topic:** Organ Donation

**Specific Purpose:** To persuade my audience to donate their organs and tissues when they die and to act upon their decision to donate.

**Thesis Statement:** The need is constantly growing for organ donors and it is very simple to be an organ donor when you die.

### **I. INTRODUCTION**

A. Attention material/Credibility Material: How do you feel when you have to wait for something you really, really want? What if it was something you couldn't live without? Well, my cousin was five years old when he found out he needed a new kidney. He went on the organ waiting list right away. He was called twice during a six month span that they had a kidney available only to find out that the kidney wasn't a good match. He had to wait again. The third time was a charm. A small adult was in an accident and his kidney was a good match. This story had a happy ending but so many do not.

B. Tie to the audience: One of the people on the waiting list for an organ transplant might be someone you know.

C. Thesis and Preview: Today I'd like to talk to you about first, the need for organ donors in our area, second, how you can become an organ donor after you die, and finally, how your family and organ donor recipients benefit from you donation.

**[Transition into body of speech]: I'll begin by telling you about the need for organ donors.**

### **II. BODY**

A. People around the world but also right here in Minnesota, Wisconsin, Iowa, and Illinois, need organ transplants and they need our help.

1. The problem is that there is a lack of organs and organ donors who make organ transplantation possible.

a. The need is many organs and tissues such as the heart, lungs, liver, kidneys, pancreas, corneas, bone, skin, heart valves, and blood vessels(Iowa Statewide Organ Procurement Organization undated brochure).

b. A new name is added to the national waiting list every 16 minutes. That means that 3 people will be added to the list during the time we are in class today.

1) The problem is that 10 people will die each day waiting for an organ transplant (LifeSource: Questions and Answers).

2) The reason is that there are only on the average 5,000 donors nationally per year (LifeSource: Statistics).

c. You can choose to donate any needed organs or you can specify which organs or tissues you wish to donate.

2.. Organ donation is very important.

a. The following poem by Robert Test entitled, "To Remember Me," shows the importance of organ donation.

"Give my sight to the man who has never seen a sunrise, a baby's face or love in the eyes of a woman. Give my heart to a person whose heart has caused nothing but endless days of pain... Take my bones, every muscle, every fiber and nerve in my body and find a way to make a crippled child walk... Take my cells, if necessary, and let them grow so that, someday, a speechless boy will shout at the crack of a bat and a deaf girl will hear the sound of rain against her window (South Dakota Lions Eye Bank, undated brochure).

b. Not only is this a problem nationally but also it is a big problem right here at home in the Midwest.

1) Nationally, there are over 62,000 people waiting as of October 7, 1998. As of October 7, 1998, there are 1,422 people from Minnesota, North Dakota, South Dakota, and part of Wisconsin that are on the organ waiting list (LifeSource: Statistics).

2) The sad part is that there have only been 104 donors in the Midwest so far from January 1998 through August 1998 (LifeSource: Newsnotes).

**[Transition: I'm sure that you can see the need for people like you to donate your organs. The majority of this class has already said they would like to donate their organs when they die. But you might be asking, well, how can I make sure my organs are donated after I die? Let me tell you.]**

B. This is how you go about making sure your organs are donated.

1. Talk with your family about your decision. They will be involved in the donation arrangements when you die. If they do not know your wishes of becoming a donor, your wishes may never be carried out.

2. Mark your driver's license so that your license indicates your intent to donate. Each state varies.

a. Fill out, sign and carry a uniform donor card with you.

b. This donor card says what organs you wish to have donated and also has places for your family members to sign as witnesses after you have discussed your decision with them (Gundersen Lutheran Hospital [LaCrosse, WI] undated brochure).

**[Transition: You can see that it isn't difficult to be an organ donor. Now let's look at what may happen if you choose to donate your organs and what may happen if you choose not to.]**

C. Organ donation benefits both the donor's family and the recipients.

1. If you do donate your organs, your family and the people who receive your organs might benefit in a similar way like this family. A seventeen year old died of head injuries in a car accident. His mom decided to donate his organs. His heart went to a prison chaplain, his kidneys went to a mother of 5 children and a Vietnam vet. The Vietnam vet is "energetic" and finally is getting his college degree. The teenager gave life to others and his family feels a sense of satisfaction and comfort that other lives have been touched by his (University of Wisconsin Hospital and Clinics 1991 brochure).

2. The problem arises when you are thinking about becoming a donor but never do anything about it. Then, no one knows your wishes and your organs will not be donated. The consequences of this are more people waiting for organs and there will still be an incredible shortage of available organs.

### **III. CONCLUSION:**

A. Brakelight/Transition: As you can easily see, donating your organs can be one of the most important decisions you ever make and also the greatest gift you could ever give.

B. Summary: I've told you about the need for organ donors in our area, how you can become an organ donor after you die, and finally, how your family and organ recipients benefit from your donation. You become a donor by talking to your family and making sure they know you want to be a donor, fill out and sign a donor card, and indicate your wishes on your driver's license.

C. Tie Back to the Audience: What if the person waiting on the list needing an organ transplant was someone you loved? Imagine if you had a brother or sister who had unexpectedly died and you were able to meet the person who received their heart, for example. Think of the satisfaction and possible comfort knowing that your brother or sister provided life for somebody else.

D. Concluding Remarks: I'm going to leave you with a short message from Michael Jordan who is a sponsor for the Iowa LifeGift Coalition on Organ and Tissue Donor Awareness and appears in their 1996 brochure. "Please make the decision to become an organ and tissue donor. Remember: Share your life. Share your decision."

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### **WORKS CITED**

Gundersen Lutheran Hospital (Lacrosse, WI): "Life...Pass It On." Undated brochure. Iowa LifeGift Coalition on Organ and Tissue Donor Awareness: "Share Your Life, Share

Your Decision." 1996 brochure. Iowa Statewide Organ Procurement Organization: "Be an organ donor...it's the chance of a lifetime!" undated brochure.

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LifeSource: Questions and Answers. April 1998. Accessed November 2, 1998. <[www.lif-source.org/public.htm](http://www.lif-source.org/public.htm)>.

LifeSource: Statistics. October 1998. Accessed November 2, 1998. <[www.life-source.org/statistics.htm](http://www.life-source.org/statistics.htm)>.

South Dakota Lions Eye Bank: "No Greater Gift...Than Yourself To Others." Undated brochure.

University of Wisconsin Hospital and Clinics: "A Circle of Life: The Gift of Organ and Tissue Donation." 1991 brochure.

## Sample Persuasive Speech Outline For Public Speaking

Sample persuasive speech outline including speechwriting tips on outlining the main speech topics for public speaking.

### Sample Persuasive Speech Outline

YOUR NAME, SPEECH CLASS AND DATE:

TITLE:

SUBJECT: Your persuasive speech topic.

GENERAL PURPOSE: To persuade

SPECIFIC PURPOSE: To persuade the audience to ... (fill in your ultimate goal of course :-)

#### I INTRODUCTION

- A. Your attention grabber. Try a snappy one if you like :-)
- B. Clarify the goal of your writing topic. By the way, don't write persuasive speech topic, use the correct spelling! What do you want to persuade them to think, change, act or to move exactly?
- C. Preview main points: Use the Roman numeral divisions of this sample persuasive outline.
- D. Relate the issue to your audience.
- E. Your credibility and authority: Why are you talking about this speech topic?

Transition sentence here

#### II BODY

- A. First Point
  - 1. First Subpoint
    - a. First Sub-subtopic
    - b. Second Sub-subtopic
    - c. Third Sub-subtopic
  - 2. Second Subpoint
    - a. First Sub-subtopic
    - b. Second Sub-subtopic
    - c. Third Sub-subtopic
  - 3. Third Subpoint
    - a. First Sub-subtopic
    - b. Second Sub-subtopic
    - c. Third Sub-subtopic

Transition sentence here

## B. Second Point

1. First Subpoint
  - a. First Sub-subtopic
  - b. Second Sub-subtopic
  - c. Third Sub-subtopic
2. Second Subpoint
  - a. First Sub-subtopic
  - b. Second Sub-subtopic
  - c. Third Sub-subtopic
3. Third Subpoint
  - a. First Sub-subtopic
  - b. Second Sub-subtopic
  - c. Third Sub-subtopic

In this sample you see three major points, up till five is okay, but avoid more than that. If you don't want the sample persuasive speech outline above, then group them in the deductive speech writing format; from general to specific, or in the inductive public speaking outline; from more specific to a general and wide view.

Transition sentence here

## C. Third Point: Deal with opposition arguments.

E.g. What will happen if you don't agree?

Like this sample persuasive speech outline:

1. First Subpoint
  - a. First Sub-subtopic
  - b. Second Sub-subtopic
  - c. Third Sub-subtopic
2. Second Subpoint
  - a. First Sub-subtopic
  - b. Second Sub-subtopic
  - c. Third Sub-subtopic
3. Third Subpoint
  - a. First Sub-subtopic
  - b. Second Sub-subtopic
  - c. Third Sub-subtopic

Transition sentence here

## III CONCLUSION

- A. Signal the end of your public speaking presentation.
- B. Summarize main ideas.
- C. Close with a concluding device or call to action.

SUPPORTING MATERIALS: Or use another term for education resources. In this sample persuasive speech outline I used the term supporting materials.

Visual aid: If appropriate.

Documented Sources: I always used the APA Style citation (developed by the Official American Psychological Association back in 1929) in this sample speech outline. Many scholars use it in their essays and handouts that accompany their oral presentations.

# How to Write a Persuasive Speech

Giving a persuasive speech can be an intimidating assignment. Convincing an audience in only a few minutes is much harder than giving an informational speech in the same amount of time. Knowing how to write a persuasive speech will help you to prepare fully and, therefore, successfully present a prevailing argument that will capture the attention of your audience.

## Instructions

- **1** Choose a topic that can be thoroughly covered in the amount of time assigned. You won't be able to cover all of the points if the topic is too broad, resulting in a poor argument. For instance, a topic on global warming would be too large, but convincing the audience of the effects of global warming on the local economy is more plausible. Your topic should be important to you, otherwise you will never be able to present it with the emotion necessary for persuasion.
- **2** Make your argument relevant to the audience. Do not bore listeners with a topic that could never involve them. You cannot persuade someone if there is no common ground. Floridians would not care about the dangers of swimming in an Arkansan lake. Also take into account the type of audience. Tailor your argument to the age or world views of the listeners.
- **3** Use lots of evidences, examples, statistics, quotes, or true stories throughout the speech. Be sure they come from credible sources. The more backup you include, the more convincing your argument will be. Don't forget to cite your sources. Simply state the author and the location (book title, web page, article and journal name) before the evidence. You may also want to include the author's credentials.
- **4** A good argument will present the other side and thoroughly dispel it point-by-point. Avoid derisive comments as this could offend the audience and make your argument appear overly emotional. Instead, present the other side generously with an understanding of why others choose that stance.
- **5** Finally, present an action, a way to involve the audience. Hand out pamphlets with a list of ways to help the cause. Give out stationary and envelopes addressed to a congressman. The point is to give the audience the tools to easily take the next step, otherwise they will leave the room convinced but too busy to research how to get involved.

Persuasive Speech Outline Format

**General Purpose:**

**Specific Purpose:**

## **ATTENTION STEP**

### *I. Opening Statement of Interest*

- A. Reason (s) to Listen*
- B. Speaker Credibility*
- C. Thesis Statement*

## **NEED STEP**

### *II. Statement of Need*

- A. Illustration*
- B. Ramifications*
  - 1.*
  - 2.*
- C. Pointing*

## **SATISFACTION STEP**

### *III. Statement of Solution*

- A. Explanation of Solution*
- B. Theoretical Demonstration*
  - 1.*
  - 2.*
  - 3.*
- C. Practical Experience*
- D. Meeting Objections*
  - 1.*
  - 2.*

## **VISUALIZATION STEP**

### *IV. Restatement of Proposed Solution*

- A. Negative Visualization*
- B. Positive Visualization*

## **ACTION STEP**

### *V. Restatement and Summary*

*A. Statement of Specific Action or Attitude Change*

*B. Statement of Personal Interest*

*C. Reason to Remember*

## **SOURCES:**

1.

2.

3.

4.

5.

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## **Persuasive Speech Parts Explained**

## **PERSUASIVE OUTLINE**

### **Begin with an Attention Step that is an**

**Opening statement of interest** (use one or more of the following):

*A rhetorical question*

*A startling statement*

*A quotation*

*An illustration or story*

*A reference to the subject*

*A reference to the occasion*

**Motivate audience interest in your subject by alluding to:** (use one or more of the following):

*The practical value of the information for your audience*

*A reason to listen*

*The audience's sense of curiosity*

*Establish your credibility by:*

*Alluding to any first-hand experience you may have had*

*Alluding to sources of information you have consulted*

**Provide orienting material by:** (use one or more of the following):

*Previewing main points*

*Defining any technical terms that you will be using*

### **Need Step**

*There are potentially two kinds of needs (your speech uses one of these):*

**To urge a change**-point out what's wrong with present conditions

**To demand preservation of present conditions**-point out the danger of a change

## **The Need Step is developed by:**

**Illustration:** *Tell of one or more incidents to illustrate the need*

**Ramifications:** *Employ as many additional facts, examples, and quotations as are required to make the need convincingly impressive.*

**Pointing:** *Show its importance to the individuals in the audience.*

**Satisfaction Step** *presents a solution.*

*The Satisfaction Step is developed by (use one or more of the following):*

**Statement of solution:** *a brief statement of the attitude, belief, or action you wish the audience to adopt.*

**Explanation:** *Make sure that your proposal is understood.*

**Theoretical demonstration:** *show how the solution logically and adequately meets the need pointed out in the need step, point-by-point!*

**Practical experience:** *actual examples showing where this proposal has worked effectively or where the belief has proven correct.*

**Meeting objections:** *forestall opposition by showing how your proposal overcomes any objections which might be raised.*

**Visualization Step:** *The visualization step must stand the test of reality. The conditions you describe must be at least realistic. The more vividly you make the situation seem, the stronger will be the reaction of the audience. There are three methods of visualizing the future. (use one or more of the following):*

**Positive:** *Describe the conditions if your solution is actually carried out. Picture the listeners in that situation actually enjoying the safety, pleasure, or pride that your proposal will produce.*

**Negative:** *Describe conditions if your solution is not carried out. Picture the audience feeling the bad effects or unpleasantness that the failure to effect your solution will produce.*

**Contrast:** *Combination of 1 and 2. Begin with the negative method (undesirable situation) and conclude with the positive method (desirable solution).*

**Action Step:** *developed by (use one or more of the following):*

**Restatement of main idea and summary of main points.**

**Statement of specific action or attitude change you want from the audience.**

**A statement of your personal intent to take the course of action or attitude recommended.**

**A concluding statement to recapture interest (a reason to remember).**

# How to Write a Persuasive Speech

There are lots of things to consider and understand prior to writing a persuasive speech. In order to influence others, you have to understand the subject, and understand the audience's perception of the subject. Moving around also helps because it enables all of the audience to get an emotional response.

## Steps

**Understand the subject well.** This page won't help you at all if it's for a speech due tomorrow. Go over why you feel the way you do about the subject and consider the different challenges that you had to overcome to where you feel the way you do. Find a subject which you are passionate about. The listener does not want to hear a speech about something that you don't even care about.

**Research your audience, understand their perception of the subject, and try your best to learn what obstacles are in place to block them from seeing the subject from your point of view.** Write these obstacles down.

**Acknowledge obstacles.** You should not ignore obstacles, but rather prepare for, and conquer them. Search for answers around these obstacles. If you do, people who come across these obstacles during your speech will ignore you. You have to find ways around or through these obstacles to help your audience do the same. To be successful, you have to lead your audience, not assume or even demand that they "understand you".

**Note your strategies and ideas.** Write down the obstacles and your methods for getting around them down, and put them in a logical order format. Turn each of the obstacles into a paragraph explaining the method of understanding that gets around the obstacle.

**Link where necessary.** If needed, write paragraphs linking the "obstacle" paragraphs together in a logical order. When this is done, you should have a rough draft of your speech.

**Practice your speech privately, in front of a mirror.** Make notes on what sounds awkward and what doesn't flow or transition well. Logical flow is a strong tool of a persuasive speech, and without it, a speech is difficult to understand, much less be persuasive. During this process adjust your speech for the time allowed, and correct any errors.

**Discover your weaknesses.** Do you happen to say "um" frequently in between sentences or topics? Do you use your hands too much, or not enough by keeping them in your pockets? Avoid these and other bad habits so that you can work towards changing them. Speak with a clear voice, avoiding a monotone, and use your hands casually to emphasize points.

**Polish your introduction.** After editing your speech, add an attention story to the beginning. An attention story is a short story that is not related to the subject that highlights a problem that is similar to the problem that you are trying to overcome in your speech.

**Continue editing.** After adding your attention story, edit your speech further again and try not to add last minute ideas.

**Practice your speech publicly, in a small group.** Perform it in front of people who agree with your perception of the subject. Welcome their feedback and any obstacles that they might think will become visible. Edit your speech again for any changes, always adjusting the size of your speech for the time allowed. Also, do not stand in one spot (unless on camera), as moving around a bit will help to keep your audience focused because it establishes a sense of interactivity. Engage your audience with

your movements and eye contact. Look directly at individuals in your audience, changing your gaze every so often. If a few particular audience members smile in response, remember them as a focal point. They may provide visual support and encouragement if you falter a bit during your speech.

**Practice your speech again privately, in front of the mirror.** Try to learn your speech as much as you can to where your notes are mainly just to keep you on track. What your expressions and your mannerisms, make sure that you use voice inflection and that you have emotion in your speech. If there is no emotion in your voice or body, more than likely, there won't be any in the audience either.

**Dress appropriately for the gathering where your speech will be held.** Be confident, caring, and humble.

**Give your speech.** Prepare yourself ahead of time with your own positive encouragement and praise. If you find it helpful, give yourself verbal encouragement in front of a mirror. Alternatively, seek the encouragement of a friend or co-worker.

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## How to Write a Persuasive Speech

**If you did your outline correctly, then writing your speech should be a matter of plugging in the extra information. This is how many writers can put out multiple works within a small period of time.**

How to write a persuasive speech.

### 1. Choose a topic

In terms of persuasion, your topic must be grounded in literature. This is a necessity because when people are presented with an argument, they always want to hear the evidence. Therefore it would be beneficial to have a lot of pre-written literature to support your speech. It would also help if the topic you choose is politically neutral. This avoids creating animosity within the audience that would make for heated panel discussion after your speech, additionally your are trying to persuade your audience not piss them off! You should also know your audience. This would greatly help in deciding the topic and how to convey the speech, obviously a college seminar would be much different from an [investment](#) speech.

### 2. Research your topic

After choosing a topic that interest you, the next step is to read up on the topic. This provides knowledge base which is key to fluid speaking. Some great places to start your research includes, Lexis Nexus, Jstor, Google Scholar, and Project Muse.

You should never speak on a topic that you have a predisposed bias towards. This means your research is limited if you do. Statistics show that people look for evidence that supports their points not vice versa, hence an objective mind during the research stage [helps](#) convey an unbiased message.

### 4. Outline your speech

The outline is crucial to prevent writers block at any stage. Your outline should be clear and contain a claim, [warrant](#), and impact for everything associated with your line of reasoning. The outline happens to be the easiest part of the preparation for a persuasive speech. Your intro should allude to your points. All of your points should be independent containing all the necessary parts for an argument that I previously indicated.

## 5. Write your speech

If you did your outline correctly, then writing your speech should be a matter of plugging in the extra information. This is how many writers can put out multiple works within a small period of time.

# The 10 Step to Writing a Persuasive Speech

## Step 1: Determine your Topic.

When Brainstorming, keep this in mind about your topic:

1. Your topic should be something you feel strongly about.
  2. The speech needs to meet the time requirements.
  3. The topic needs to have at least two conflicting views.
- **Speeches to Convince** - You want your audience to agree with your way of thinking. You aren't asking listeners to "do" anything. This approach is especially good when your listeners initially disagree with your position and you realize that moving them to action is unlikely.
  - **Speeches to Actuate** - You want your audience to take action.
    4. Topic you already know a lot about.

## Step 2: Determine your Position Statement.

Your Position Statement is your thesis. It will take one of three forms:

- **Statement of Value** - "Something is or is not good." This is personal opinion.  
Example: "It is IMMORAL to use animals for medical research."
- **Statement of Fact** - "Something is or is not true." This is less personal opinion and can be backed up by credible research.  
Example: "Nuclear power plants are a SAFE energy source."
- **Statement of Policy** - "Something should or should not be done."  
Example: "Drugs should be legalized."

## Step 3: Analyze Audience Attitudes Using the Opinion Continuum.

Everybody falls into one of the seven categories of the Opinion Continuum when confronted with a controversial topic:

**Hostile / Opposed / Mildly Opposed / No Opinion / Mildly in Favor / In Favor / Highly in Favor**

If you project that most of your audience is **in favor of your topic**, then recommend a specific course of action. There is no need to spend valuable speech time to convince an audience of something they already believe.

There are three reasons an audience may have **no opinion** about a topic:

1. They are uninformed. (The speaker should inform them).
2. They are neutral. (The speaker should give good arguments and credible sources).
3. They are apathetic. (The speaker needs to motivate them).

If an audience is **slightly opposed**, then the speaker should approach them directly by presenting good reasons and evidence.

If an audience is **hostile** to the topic, then the speaker should seek a slight change in attitude, attempting to get them to understand the speaker's point of view.

## Step 4: Mindmap and Outline.

Where do you need sources?

## Step 5: Research.

- Find evidence for both sides of the topic.
- Think about audience concerns and address them.

## Step 6: Choose an Organizational Pattern.

Your book writes about several persuasive organizational patterns in Chapter 18, but I'm going to focus on the five that I find to be most effective: Problem-Solution, Direct Method, Comparative Advantage, Negative Method, and Monroe's Motivated Sequence.

### Problem-Solution

The Problem-Solution pattern is probably the most commonly used persuasive speech pattern. The first part of the speech is spent explaining the problem to the audience, while the second half is devoted to offering a solution.

Intro:

Position Statement: There are too many air disasters. (Position of Fact).

- I. There are too many air disasters and near disasters around the globe.
  - A. The problem of near-misses and crashes is serious.
    1. It is extensive (stats).
    2. This has negative implications for travelers.
  - B. There are several causes of this problem.
    1. There are communication problems between crews and air traffic controllers.
    2. Weather is a consideration.
    3. Mechanical and maintenance failures cause disasters.
- II. The problem can be minimized.
  - A. Airplanes should be more carefully inspected and maintained.
  - B. Both crew members and air traffic controllers should continue to receive on-the-job training both in communication and in understanding the effects of weather.
  - C. Engineers and researchers should continue to develop state-of-the-art equipment to prevent some of these disasters.

Conclusion:

### Direct Method

In the Direct Method, you make a claim then directly state your reasons to support it. Each point, thus, provides an additional rationale to agree with your views. It is a good pattern to use when listeners are apathetic or neutral, mildly favoring, or mildly opposing the claim. Often it is used when the major persuasive purpose is to convince, though it can also be used to organize a speech to actuate. In the Direct Method, the speaker should begin with the least important reason and end with the most important.

Intro:

Position Statement: Everyone should drive 55 miles per hour. (Position of Policy)

- I. It will save fuel.

II. It will save money.

III. It will save lives.

Conclusion:

### Comparative Advantages Pattern

A Comparative Advantages pattern shows that one proposal is superior to competing proposals by comparing its advantages to those of the competition.

Intro:

Position Statement: Fords are better than any other vehicles. (Position of Value)

I. Ford has a better repair record than its competitors.

II. Ford has a higher resale value than its competitors.

III. Ford is more economical than its competitors.

Conclusion:

### Negative Method Pattern

When you use the Negative Method, you concentrate on the shortcomings of every other proposal; then you show why your proposal is the one logical solution remaining. This is used with Positions of Policy.

Intro:

Position Statement: Drugs should be legalized. (Position of Policy)

I. More drug enforcement agencies are not the answer.

II. Better education is not the answer.

III. Incarceration is not the answer.

IV. Global legalization of drugs is the only way we will regulate supply and demand.

Conclusion:

### Monroe's Motivated Sequence

Alan Monroe, a professor at Purdue University for many years, developed and refined a pattern that is commonly used in persuasive speaking, especially in speeches with the purpose of actuating behavior. As you will see, it is a modified form of a problem-solution speech. In order to move people to act, it is necessary to motivate them to do what they know they should do. Because of this, it is important to provide emotional reasons as well as logical ones.

**Attention Step.** At the outset of the speech, as in any speech, you must gain the audience's attention and draw it to the speech topic.

**Need Step.** This step is similar to the problem part of a problem-solution speech. Dr. Monroe suggests four elements in establishing the need:

1. Statement-Tell the nature of the problem.

2. Illustration-Give a relevant detailed example (or examples).

3. Ramifications-Provide additional support such as statistics or testimony that show the extent of the problem.

4. Pointing-Show the direct relationship between the audience and the problem. What are the personal implications for each listener?

**Satisfaction Step.** After you have demonstrated the problem, how extensive it is, and how it will affect the

audience, propose a solution that will satisfy the need you have created. This step can have as many as five parts:

1. Statement-Briefly state the attitude, belief, or action you want the audience to adopt.
2. Explanation-Make your proposal understandable; visual aids may help at this point.
3. Theoretical demonstration-Show the logical connection between the need and your solution.
4. Practicality-Use facts, figures, and testimony to show that the proposal has worked effectively or that the belief has been proved correct.
5. Meeting Objections-Here you show that your proposal can overcome any potential objections that listeners might have.

**Visualization Step.** This step is unique from the patterns we have seen so far. In it, you ask the audience to imagine what will happen if they enact the proposal or if they fail to do so.

1. Positive-Describe future conditions when the plan is put into action. Put the audience into a realistic scenario, enjoying what your solution has provided. In this section, you commonly appeal to pathos (safety needs, pride, pleasure and other emotions).
2. Negative-Have the listeners imagine themselves in an unpleasant situation because they did not put the solution into effect.
3. Contrast-Compare the negative results of not enacting the plan with the positive results the plan will produce.

**Action Step.** In the final step, call for the listeners to act in a specific way.

1. Call for an overt action, attitude or belief.
2. State your personal intention to act.
3. End with impact.

## **Step 7: Come up with Introduction and Conclusion.**

**Introduction:** You need to gain the attention of your audience within the critical first two minutes. Avoid opening any presentation with “Good morning or afternoon or evening” or a sentence such as “It’s a pleasure to be here.” Sometimes presenters begin with “Good morning” and then wait for the audience to answer back, but the response doesn’t come because the audience has heard the same thing from the three previous speakers. The usual greetings are so overdone that people literally tune them out. Instead, start out with the unexpected. Open your talk with an unusual or funny quotation, an amusing story, or a fascinating statistic.

**Conclusion:** Ties your introductory comments to your conclusion. Leave your audience with a closing thought that either calls them to action or inspires them to do something. Avoid closing with “Thank you” or “That’s all.”

## **Step 8: Build Credibility.**

1. Tell the truth.
2. Keep information (especially stats) in perspective.
3. Resist personal attacks.
4. Give the correct source citations.

## **Step 9: Prepare Visual Aids & Speaking Notes.**

Visual aids should enhance a speech, not distract from it. Please refer to your textbook (p. 356-363) to learn more about visual aids.

Your speaking notes should be a key word outline and not a script.

**Step 10: Rehearse, Rehearse, Rehearse!**