

ITILE: \_\_\_\_\_, 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**