

Persuasive Speech Outline

The following is a basic outline of how a political speech (“vote for me!”) is often presented. A platform speech is a very particular form of a “call to action” speech. The action the speaker is calling others to do is to vote for him or her!

You will use this outline as a means to form your specific points of your own persuasive, call-to-action speech, although *you do not need to actually create an outline in order to present your speech*. You have two options: you may make each point into a separate power point/ Prezi/ Keynote/ Google slide, or you can create index cards for each slide, including as many visuals as you possibly can to illustrate your points (the more relevant visuals, the higher your grade).

Here is the basic outline of a persuasive speech:

Slide 1. Attention Step: Why should the audience listen to your speech?

A. Attention Getter: Get the listeners attention using any of these devices:

- Anecdote
- Fact or statistic
- rhetorical question
- Startling statement
- Quotation
- Illustration/ setting the scene
- Asking readers about their own interests/ connecting ideas
- Any other method mentioned in our resources from last class, as long as it’s catchy

B. Reason to Listen: Motivate your audience’s interest in your subject. Tell them the practical value of your information in their lives (what can they get out of it themselves? How will it personally benefit them? Remember, listeners are selfish—we all are. ☺)

C. Speaker Credibility: Allude to any first hand experiences you have had with your topic, or with experiences others have had. Allude to your sources of information.

Slide 2. Main Idea: Write your thesis down on a stand alone slide. This reminds listeners of your focus.

Slides 3–7. Reasons/ Needs—There are two types of need: To urge a change and to demand preservation of present conditions. Explain why the current conditions are flawed, or, if you are arguing for something that must be kept (like an arts program in schools) why they are good. Here, you focus on your *reasons* (body paragraph #1 and #2)

A. Reason One: Give at least two facts, examples, or quotations to illustrate the first reason why you are arguing your points (body paragraph #1 in your essay). Use the facts

which you gathered while exploring the topics.

B. Reason Two: Do the same as above for your second reason.

C. Reason Three: Do the same as above for your second reason.

Slide 8: Solution (Call to Action) Step: Briefly state your position on the issue and what you plan to do to solve the problem/ promote your idea.

A. Solution: Explain the details of your solution to the issue.

B. Solves Problem: Show how your solution solves the problems of the issue you addressed in the needs step.

C. Opposing View Points: Address the claims of the opposition. What might the opposing side feel? Address the arguments and explain why they are not valid.

Slide 9: Visualization Step: What will happen if your solution is not implemented.

A. Negative Visualization: As realistically as possible, describe conditions if your solution to issue is not carried out.

B. Positive Visualization: As realistically as possible, describe conditions if your solution is carried out.

Slide 10: Conclusion:

A. Restatement of main points: Briefly overview the issues.

B. Statement of action: State why the audience should vote for you.

C. Personal Intent: State what you will do if elected.

D. Tie Back: Refer back to attention getter

Your assignment: You will use this format of a persuasive speech to create your speech. Your speech should be 5–7 minutes, and ten slides.