

# Persuasive Speech Outline Template

**Length: 2—5 minutes**

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**Please note:** this is just one possible outline structure that you could use. Please refer to the handout “Three Possible Outline Structures” to see if another structure would suit your topic or style better.

## I. PROPOSITION:

## II. INTRODUCTION:

- a. **Attention Grabber:** (Statement to wake the audience up/ make sure they are listening!) This is potentially the most important line; if the audience doesn’t like the opening, they may ignore the following ideas and concepts.
- b. **Thesis:** (Tell listeners what action you want them to take—OR—how you want them to think.) This statement is to inform the audience of the speaker’s mindset and try to get the audience to see the issue their way.
- c. **Qualification:** (Tell listeners your personal experience with your topic, making you qualified to affect their opinions about it.)

## III. BODY:

After the introductory portion of the speech is over, the speaker starts presenting reasons to the audience to provide support for the thesis statement. After each reason, the speaker lists examples as evidence to try and provide a factual argument to sway listeners’ opinion. **Cite your sources in your outline (and as you are speaking).**

- 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.
  - iv. Present opposition’s claim and refute argument.  
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.
  - iv. Present opposition’s claim and refute argument.  
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.
  - iv. Present opposition’s claim and refute argument.  
SIGNAL THE WRAP UP! (Move smoothly from Reason 3 to the conclusion of your speech.)

#### **IV. CONCLUSION:**

The conclusion is the most important part of a persuasive speech besides the introduction and thesis statement. This is where the speaker must sum up and tie in all of their arguments into an organized and solid point.

- 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!**

**Reminder: you must complete the steps below in order. Please refer to the handout “Planning a Persuasive Speech” where you wrote the due dates for each assignment.**

#### **DUE IN ORDER:**

1. Yes/No research handout
2. Claim/reasons handout
3. Ethos, Pathos, Logos Venn Diagram
4. Your completed outline
5. Your completed written speech