

## Persuasive Speech Outline Template

### I. Introduction

- A. Attention arousing material:
- B. Tie to Audience: (How people are affected by this issue)
- C. Personal Credibility material: (This is the research that you conducted)
- D. Thesis: (The thesis is the issue that you are addressing)
- E. Preview:

Transition to body of speech:

### II. Body (Include a topic sentence here to lead into your argument)

- A. Main point #1 (statement of need for action)
  - 1. (description of problem)
    - a. (signs, symptoms, effects of problem)
    - b. (example, narrative, or testimony)
  - 2. (description of problem)
    - a. (signs, symptoms, effects of problem)
    - b. (example, narrative, or testimony)
  - 3. (description of problem)
    - a. (signs, symptoms, effects of problem)
    - b. (example, narrative, or testimony)
  - 4. (importance of problem) (Keep in mind this area may vary due to the causes)
    - a. (extent of problem)
      - 1. (facts/statistics)
      - 2. (expert testimony)
    - b. (who is affected)
      - 1. (facts/statistics)
      - 2. (example/narrative)

Transition to main point #2

B. Main point #2 (present solution that satisfies need)

1. (description of solution)
  - a. (how solution satisfies need)
  - b. (how solution can be implemented)
2. (plan of action)
  - Step #1 of Plan:
  - Step #2 of Plan:
  - Step #3 of Plan:

Transition to main point #3

C. Main point #3 (visualize results)

1. (describe expected results of action)
2. (describe consequences of inaction)

**III. Conclusion (Include a topic sentence here to lead into your conclusion; be creative)**

- A. Review
- B. Refer back to introduction
- C. Call for action
- D. Sense of Closure