

What is a Persuasive Speech?

- A persuasive speech aims to convince the audience to believe a certain viewpoint, opinion, or idea. The end goal is to change the mind of your audience and to persuade them into action or thought. A persuasive speech often describes facts, values, and policies. You can also use the ethos (ethical, moral), logos (logical, intellectual), or pathos (emotional) approach when creating your persuasive speech.

How to choose a topic?

- Brainstorm the basic who, what, when, where, and why.
- **Who:** Who is your audience? Why should your audience be interested in your topic? How can I change the mind of my audience?
- **What:** What topics am I interested in? What topics is my audience interested in? What can I research?
- **When:** How long do I have to present? A shorter presentation should cover a niche topic or a high-level concept while a longer presentation can go into a more detailed topic.
- **Where:** Where am I speaking? What is the geographic location of my speech? What tools will I have available?
- **Why:** What is the purpose of my speech? Why am I speaking about this topic? Why should the audience react or change their opinion about this topic?

Persuasive Speech Topic Examples

- Should all students be required to learn an instrument in school?
- Are there any cases when athletes should be allowed to use steroids?
- Should schools still teach cursive handwriting?
- Overall, has technology helped connect people or isolate them?
- What age should children be allowed to have a cell phone?

More examples: <https://blog.prepscholar.com/good-persuasive-speech-topics>

Examples from (Inez, 2020).

- **1:** When you hear the term “polluted plastics” I can tell you the exact picture that just popped into about 10 of your heads. This one, right? You have all heard of how plastics are affecting our marine life and “oh, the poor sea turtle”. And that’s great! Really, it is. We have had the idea that “pollution is bad” drilled into our brains since we were about 7. But this little sea turtle is not necessarily the problem. It’s much bigger than him. Plastics are leaving lasting effects on our ecosystems due to the improper disposal. Plastic production also uses up many of our natural resources. It is up to us to make a change in order to maintain sustainability. Today, I want to show you just how destructive these effects are, how big of a dent we are making in our natural resources, and what steps we should take next.
- **2:** First of all I would like to thank you the board for inviting me here today, allowing me to be a part of and contributing to this cause that personally means so much to me. When I first contacted your organization, the Executive Director informed me that the greatest need was for a campaign that was tailored toward people between the ages of 18 and 24. The focus was to be on encouraging organ donation and facilitating open communication of the donor’s decision with family members. Overall the campaign was to inform them of our nation’s public health crisis regarding organ donation.

Persuasive Speech One Page Outline

Title:

General Purpose:

Specific Purpose:

Thesis Statement:

INTRODUCTION

- **Attention Getter:**
- **Topic & Audience Relevance:**
- **Credibility:**
- **Preview of main points:**

BODY

- **Transition:**
- **Point 1 (Need for Action):**
 - **A (description of problem):**
 - 1 (effects of problem):
 - 2 (supporting evidence):
 - **B (description of problem):**
 - 1 (effects of problem):
 - 2 (supporting evidence):
- **Transition:**
- **Point 2 (Solution):**
 - **A (description of solution):**
 - how to satisfy needs:
 - how to implement:
 - **B (plan of action)**
 - step 1:
 - step 2:
 - step 3:

CONCLUSION

- **Transition:**
- **Summary of Main Points:**
- **Call to Action:**
- **Closing Statement:**



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Persuasive Speech Outline

BRAINSTORMING IDEAS:

TITLE:

GENERAL PURPOSE:

SPECIFIC PURPOSE:

THESIS STATEMENT:



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Persuasive Speech Outline

INTRODUCTION:

Attention Getter (question, poem, quotation, statistic, anecdote, etc.):

Topic & Audience Relevance (relate importance of topic to your audience):

Establish Credibility (how and why you know about this topic):

Preview of Main Points (central idea of the speech):

Transition Sentence to main point 1:



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Persuasive Speech Outline

BODY

Main point 1 (statement of need for action):

Subpoint A (description of problem):

Sub-Subpoint 1 (signs, symptoms, effects of problem):

Sub-Subpoint 2 (statistic, fact, example, narrative, or testimony):

Subpoint B (description of problem):

Sub-Subpoint 1 (signs, symptoms, effects of problem):

Sub-Subpoint 2 (statistic, fact, example, narrative, or testimony):



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BODY

Main point 2 (potential solution):

Subpoint A (description of solution):

Sub-Subpoint 1 (how solution satisfies needs):

Sub-Subpoint 2 (how solution can be implemented):

Subpoint B (Plan of Action):

Sub-Subpoint 1 (step 1 of the action plan):

Sub-Subpoint 2 (step 2 of the action plan):

Sub-Subpoint 3 (step 3 of the action plan):



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BODY

Main point 3 (visual results):

Subpoint A (description of expected results of action):

Subpoint B (describe consequences of inaction):


CONCLUSION:

Transition Sentence to conclusion:

Summary of Main Points (one to two sentences summarizing main points):

Call for Action:

Closing Statement:

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Persuasive Speech

References

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