**Persuasive Speech Outline Guide**

1. **Introduction (elements to include, in some logical order, written out in paragraph form)**
   1. Hook/attention-getter (MUST be directly relevant to your thesis; avoids cliché)
   2. Introduce topic, define key terms, briefly give background information necessary to understand thesis, keeping this audience’s knowledge and attitude in mind
   3. Establish relevance to audience, demonstrating that you have analyzed THIS audience
   4. Establish your credibility/ethos (why should we trust you?)
   5. Preview (what points can we expect to hear in your speech? I recommend using a “problem-solution” or “problem-cause-solution” organization)
   6. Thesis—clearly state the POLICY claim you plan to advance (what action or change do you want to see?)
2. **Main point 1**
   1. Transition and topic sentence—this should be a sub-argument that provides a reason we should accept your overall thesis AND should match what you promised your audience you would address first in your preview. Make sure your listener knows why you are addressing this subtopic and be sure to refute any relevant counterarguments. (If you are using a problem-solution organization, your first point should argue that a problem exists.)
      1. Support/evidence 1
         1. Introduce evidence (relevance to main point and thesis, source, background, context, credibility)
         2. State support/evidence, citing source as appropriate
         3. Explicate and comment on evidence to drive home why it helps to advance your argument
      2. Support/evidence 2
         1. As above
3. **Main point 2**
   1. Transition and topic sentence—this should be a sub-argument that provides a reason we should accept your overall thesis AND should match what you promised your audience you would address second in your preview. Make sure your listener knows why you are addressing this subtopic and be sure to refute any relevant counterarguments. (If you are using a problem-solution organization, you may wish to add an interim point that makes an argument EITHER about why the problem you laid out matters OR what caused it before you get to your “solution” point.)
      1. Support/evidence 1
         1. Introduce evidence (relevance to main point and thesis, source, background, context, credibility)
         2. State support/evidence, citing source as appropriate
         3. Explicate and comment on evidence etc.
      2. Etc…
4. **Main point 3**
   1. As above. (If you are using a problem-solution organization, you may wish to make an argument, here, about what your “solution” is and why it is a good one.)

1. **Conclusion (in some logical order, written out in paragraph form)**
   1. Signal conclusion
   2. Review main points
   3. Restate thesis
   4. Call to action (what do you want us to go out and do after your speech? Sign petition? Participate in a demonstration? Contact lawmaker? Adopt a new behavior? Be concrete and specific)
   5. Clincher (it can be effective to reference your attention-getter, here)

\* The number of main points in your speech and the number of pieces of evidence you use to support each main point are each variable. Two to four main points are usually sufficient for a speech of this length. You may wish to use anywhere between one and three pieces of support for each claim or generalization you make.

As you put your speech together, please keep in mind:

* Your thesis must be SPECIFIC, NARROW and ARGUABLE
* ALL generalizations MUST be supported with evidence
* Addressing counterarguments and demonstrating thorough research is important for gaining and maintaining your audience’s trust
* AVOID logical fallacies in both your own arguments and your representation of counterarguments
* Make sure all main points and evidence follow logically from your thesis. If any material does not follow logically, you’ll need to cut it out OR revise your thesis to accommodate it.
* Provide a variety of kinds of evidence that takes audience analysis into account—what kinds of examples and evidence will be persuasive and engaging for this audience, based on what you know about it?
* Problem-cause-solution or problem-effect-solution is often the most effective organization for a persuasive speech