

Persuasive Speech Outline Template **Length: 3—5 minutes**

Title: _____, **by** _____

Exact purpose: To convince the audience that. . . (complete this statement)

(Although it is the first part of your outline, DO NOT begin your speech delivery by stating your exact purpose. The first thing you say should be your attention grabber.)

I. INTRODUCTION

- A. Attention Grabber:** (Statement to wake the audience up/ make sure they are listening!)
- B. Thesis:** (Tell listeners what action you want them to take—OR—how you want them to think.)
- C. Qualification:** (Tell listeners your personal experience with your topic, making you qualified to affect their opinions about it.)

II. BODY

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.

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.

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.

SIGNAL THE WRAP UP! (Move smoothly from Reason 3 to the conclusion of your speech.)

III. CONCLUSION

- 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!**