

# Persuasive Speech Outline Template

A persuasive speech outline template is a document that helps you organize your ideas and arguments for a persuasive speech. A persuasive speech is a speech that aims to convince the audience to believe or do something, such as voting, recycling, donating, etc. A persuasive speech outline template usually follows a common structure, such as:

1. Choose a topic and a position
2. Analyze your audience and purpose
3. Research your topic and gather evidence
4. Write your introduction
5. Write your main points
6. Write your conclusion
7. Review and revise your outline

## Step 1: Choose A Topic And A Position

The first step in writing a persuasive speech outline is to choose a topic that you are passionate about and that you have a strong opinion on. You want to choose a topic that is relevant, interesting, and debatable for your audience.

For example, if you are giving a speech to college students, you may want to choose a topic that relates to their education, career, or lifestyle. Some possible topics are:

- Why you should study abroad
- Why you should join a club or organization
- Why you should adopt a plant-based diet

Once you have chosen a topic, you need to decide what position you want to take on it. Do you want to persuade your audience to agree with you, disagree with you, or take action? You need to have a clear and specific thesis statement that summarizes your main argument and goal.

For example, if your topic is why you should study abroad, your thesis statement could be:

- Studying abroad is beneficial for college students because it enhances their academic performance, cultural awareness, and personal growth.

## Step 2: Analyze Your Audience And Purpose

The second step in writing a persuasive speech outline is to analyze your audience and purpose. You need to know who you are speaking to, what they already know and believe about your topic, and what you want them to do or feel after listening to your speech.

You can use the following questions to guide your audience analysis:

- Who are they? Consider their age, gender, education level, occupation, interests, values, etc.
- What do they know? Consider their prior knowledge, experience, and exposure to your topic.
- What do they believe? Consider their attitudes, opinions, and biases toward your topic.
- What do they need? Consider their needs, wants, problems, goals, motivations, etc.

- What do they expect? Consider their expectations, preferences, and concerns about your speech.
- What do you want them to do or feel? Consider your specific purpose and desired outcome for your speech.

Based on your audience analysis, you can tailor your speech outline accordingly. For example,

- You can use appropriate language and tone that suit your audience's level of understanding and interest.
- You can address any potential objections or counterarguments that your audience may have.
- You can appeal to their emotions and values using ethos (credibility), pathos (emotion), and logos (logic) strategies.
- You can provide relevant examples and stories that relate to their experiences and situations.
- You can include a clear call-to-action that tells them what steps they need to take next.

### Step 3: Research Your Topic And Gather Evidence

The third step in writing a persuasive speech outline is to research your topic and gather evidence that supports your position. You need to have credible and reliable sources that back up your claims and arguments.

You can use various types of evidence such as facts, statistics, examples,

### Step 4: Write Your Introduction

The fourth step in writing a persuasive speech outline is to write your introduction. Your introduction should grab the attention of your audience, introduce your topic and thesis statement, and preview your main points.

You can use various techniques to hook your audience's attention, such as:

- Asking a rhetorical question
- Telling a relevant story or anecdote
- Quoting a famous person or source
- Using a shocking or surprising fact or statistic
- Making a controversial or provocative statement

After you hook your audience's attention, you need to introduce your topic and thesis statement. Your topic should be clear and concise, and your thesis statement should state your position and main argument.

For example, if your topic is why you should study abroad, your introduction could be:

- Have you ever dreamed of traveling the world and experiencing different cultures? Do you want to broaden your horizons and enhance your skills? If so, then you should consider studying abroad. Studying abroad is beneficial for college students because it enhances their academic performance, cultural awareness, and personal growth.

Finally, you need to preview your main points. Your main points should be the reasons or arguments that support your thesis statement. You should have at least three main points, and each one should have a clear and concise topic sentence.

For example, if your main points are:

- Studying abroad improves your academic performance by exposing you to different perspectives and methods of learning.
- Studying abroad increases your cultural awareness by immersing you in diverse environments and customs.
- Studying abroad fosters your personal growth by challenging you to adapt and overcome obstacles.

Your preview could be:

- In this speech, I will explain how studying abroad can improve your academic performance, increase your cultural awareness, and foster your personal growth.

## Step 5: Write Your Main Points

The fifth step in writing a persuasive speech outline is to write your main points. Your main points should be the body of your speech, where you develop and elaborate on your arguments and evidence.

You should follow a clear and logical structure for each main point, such as:

- Topic sentence: State the main idea of the point and how it relates to your thesis statement.
- Explanation: Explain the point in more detail and provide relevant background information.
- Evidence: Provide credible and reliable sources that support the point and show why it is valid and important.
- Analysis: Analyze the evidence and explain how it proves the point and connects to your thesis statement.
- Transition: Summarize the point and link it to the next one.

For example, if your first main point is:

- Studying abroad improves your academic performance by exposing you to different perspectives and methods of learning.

Your structure could be:

- Topic sentence: One of the benefits of studying abroad is that it improves your academic performance by exposing you to different perspectives and methods of learning.
- Explanation: When you study abroad, you have the opportunity to take courses that may not be available in your home country, or that may have a different approach or focus. You also have the chance to interact with professors and students from different backgrounds and disciplines, who can offer you new insights and feedback.
- Evidence: According to a study by the Institute of International Education (IIE), students who study abroad have higher GPAs, graduation rates, and retention rates than those who do not. The study also found that studying abroad enhances students' critical thinking, problem-solving, and intercultural skills.

- Analysis: This evidence shows that studying abroad can improve your academic performance by exposing you to different perspectives and methods of learning. By studying abroad, you can gain valuable knowledge and skills that can help you succeed in your academic career and beyond.

- Transition: Studying abroad does not only improve your academic performance; it also increases your cultural awareness by immersing you in diverse environments and customs.

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## Step 6: Write Your Conclusion

The sixth step in writing a persuasive speech outline is to write your conclusion. Your conclusion should summarize your main points, restate your thesis statement, and end with a strong call to action.

You can use various techniques to reinforce your message and motivate your audience, such as:

- Repeating a keyword or phrase
- Referring back to your hook or story
- Using a memorable quote or slogan
- Asking a rhetorical question or challenge
- Providing a solution or recommendation

Your conclusion should leave a lasting impression on your audience and persuade them to take action or change their minds.

For example, if your topic is why you should study abroad, your conclusion could be:

- In conclusion, studying abroad is beneficial for college students because it enhances their academic performance, cultural awareness, and personal growth. By studying abroad, you can gain valuable knowledge and skills that can help you succeed in your academic career and beyond. You can also experience different cultures and customs that can enrich your life and worldview. As Mark Twain once said, "Travel is fatal to prejudice, bigotry, and narrow-mindedness." So, what are you waiting for? Start planning your study abroad adventure today and see for yourself how it can change your life for the better.

## Step 7: Review And Revise Your Outline

The final step in writing a persuasive speech outline is to review and revise your outline. You should check your outline for any errors, inconsistencies, or gaps in your content and structure.

You can use the following checklist to guide your revision process:

- Is your topic clear and concise?
- Is your thesis statement specific and debatable?
- Are your main points relevant and logical?
- Are your arguments and evidence credible and reliable?
- Are your explanations and analysis clear and coherent?

- Are your transitions smooth and effective?
- Are your introduction and conclusion engaging and persuasive?
- Are your language and tone appropriate and consistent?
- Are there any spelling, grammar, or punctuation errors?

You may also want to get feedback from others, such as your peers, instructors, or tutors. They can offer you constructive criticism and suggestions on how to improve your outline and speech.

By following these steps, you can write a persuasive speech outline that will help you deliver a powerful and convincing speech. Remember to practice your speech before you present it to ensure that you are confident and prepared. Good luck!



# WRITER