

## **How to Give a Persuasive Speech**

The following five steps are the key to helping you give a strong persuasive speech every time!

### Step One: The Attention Step

The Attention step is an opening statement of interest using one of the following tools: a rhetorical question, a startling statement, a quotation, a story, a reference to the subject or a reference to the occasion.

The Attention step is also important to get the audience interested in your subject. You can do that by using one or more of the following: Telling the audience of the practical value of your information, giving them a reason to listen, or raise their sense of curiosity. This is also a good time to establish your credibility (let them know you know what you're talking about) by alluding to your first hand experience or the information you have consulted.

### Step Two: The Need Step

The Need step helps your audience understand why you need to give this speech and they need to listen to you. There are only two kinds of needs when giving a persuasive speech; 1) to urge a change- to point out what is wrong in the current situation or 2) To demand no change- to point out the danger of change.

You can present your needs by; Illustration (tell of one or more incidents that show your need), Ramifications (using facts, examples and quotations to make sure the need is convincing), Pointing (showing the importance of the need to the members in the audience).

### Step Three: Satisfaction Step

The Satisfaction Step is your plan to satisfy their need. Now that your listeners are convinced they need a solution it is up to you to give them one.

You can present your solution by using one or more of the following; Statement of Solution- a brief statement of the attitude, belief or action you wish the audience to take, Explanation - make sure your proposal is

understood, Theoretically- show how the solution logically and adequately needs your needs point by point, Practical experience - give actual examples showing where this proposal has worked successfully or has been proven correct, or Meeting Objections- beat the opposition by showing how your proposal overcomes any potential objections.

#### Step Four: Visualization Step

In this step you help your audience visualize the future under your new solution. Remember, the conditions you describe must be realistic, however, the more vividly you make the situation seem, the stronger reaction you will get from your audience.

Three techniques for visualization are:

Positive - Describe the successful conditions if your plan is carried out. Listeners should be able to see themselves in a situation enjoying the safety, pleasure or pride that your proposal will produce.

Negative - Describe the negative conditions if your plan is not carried out. This should make the audience feel the bad effects or unpleasantness at the failure to enact your proposal will produce.

Contrast - Combination of Negative and Positive. Begin with the undesirable situation and conclude with the desirable situation.

#### Step Five: Action Step

Now if you've done your job correctly the audience is convinced, and you need to tell them what action to take (what do you want them to do). You may use one or more of the following: restate the main idea and give a summary of the main points, give a statement of specific action or attitude change that you want from them, or a concluding statement to recapture interest (a reason to remember).

Congratulations you are on your way to giving a great persuasive argument!

## Persuasive Outline Checklist

Use this outline to help you plan out your arguments, and make sure you cover all of your points!

Speech Topic : \_\_\_\_\_

### I. Attention Step:

1. Choose an opening statement of interest
  - Rhetorical question
  - Startling statement
  - Quotation
  - Story
  - Reference to the subject
  - Reference to the occasion
2. Get the audience interested
  - Practical Value
  - Sense of Curiosity
3. Establish your credibility
  - Personal Experience
  - Sources

### II. Need Step:

1. Change
2. No Change
  - Illustration
  - Ramifications
  - Pointing

### III. Satisfaction Step:

1. Statement of Solution
  - Explanation of Solution
  - Theoretical Demonstration
  - Practical Experience
  - Meeting Objections

### IV. Visualization Step:

1. Restatement of Proposed Solution
  - Positive
  - Negative
  - Combination

### V. Action Step:

1. Restatement and summary
  - Statement of Specific Action or Attitude Change
  - Statement of Personal Interest
  - Reason to Remember

## Sample Persuasive Speech Prompts

Become an organ donor..  
Elvis is alive!  
Michael Jackson was abducted by aliens!  
The Janet Jackson super bowl faux pas was not an accident!  
Home schooling is the best education program!  
Private schools are better than public schools!  
Donate to charity!  
Satellite is better than cable!  
McDonalds is better than Burger King.  
Buying is better than renting.  
Renting is better than buying.  
Recycle!  
Don't procrastinate.  
Celebrities receive preferential legal treatment.  
Reality TV is not "real".  
Keep a journal.  
Women can do anything men do and they can do it better!  
Athletes should be good role models.  
Winning isn't everything but it sure beats losing.  
All is fair in love and war.  
Teachers deserve pay raises!  
Students with "A's" should be exempt from finals.  
Everyone should own a pet!  
Wal-mart is the best place to shop!  
Everyone should take a self defense class.  
Time travel is possible  
Star Wars is superior to Star Trek  
Jury Duty should be voluntary  
Health insurance should be free  
Minimum wage should be raised  
Cats are better pets than dogs  
It is wrong to steal bread to feed your family  
Why the minimum age of the president should be 40  
Curfew is a conspiracy against the young.  
Students should play at least one sport in school  
Riding the bus should be free  
College should be free for anyone who qualifies  
Trains are better than planes  
Everyone should volunteer  
Books are better than movies  
Everyone should own a pet  
Censorship is against free speech  
Board games are better than video games  
Math should be optional  
All cars should get 100 miles/gallon  
Smart phones should be the only type of cell phone