Write a rough draft of your introduction and conclusion for the persuasive presentation. Replace the red text below with your own content (and then change it to black). Each entry should be exactly one complete sentence that is not a question. This is an outline, and it should just have the main ideas behind what you say. You will probably say more out loud than you write here, and that is good.

Example Student

SPCH 101 Section 100

General Purpose: To inform

Specific Purpose: To inform my audience about [the focus of your presentation here]

Organizational style: Chronological / Spatial / Topical / Pro-Con / Mnemonic Gimmick

**Introduction**

**Attention Getter:** A single sentence that will get the audience’s attention.

**Relevance Statement:** A single sentence that connects the topic to *this specific audience*. *NOT* just a description of why the topic is important in general. This needs to connect to the specific audience. If your relevance statement shows “why it’s relevant to everyone,” then it is not effective.

**Credibility Statement:** One sentence that *shows* your expertise *with some actual evidence*. Don’t just say you are credible. That evidence may be your personal experiences, or it could be your research. This is not a reference section, so don’t give full citations for every source here.

**Thesis Statement:** One sentence that makes a claim. Not a question. Everything in the body of your presentation is evidence that supports this claim.

**Overview of the Main Points:** This should be one sentence long and focus only on the main points. Do not talk about your supporting points.

**Transition:** Use an internal preview, internal summary, or a directional transition. The transition(s) in the BODY of your presentation MUST be directional transitions.

**Body**

**MP1:** Not needed for this activity.

1. Not needed for this activity.
2. Not needed for this activity.

**Transition:** Not needed for this activity.

**MP2:** Not needed for this activity.

1. Not needed for this activity.
2. Not needed for this activity.

[You may include additional transitions & main points as needed, but must have at least two]

**Transition:** Not needed for this activity.

**Conclusion**

**Review Main Points:** This should be one sentence long and focus only on the main points. Do not talk about your supporting points.

**Restated Thesis:** Often the restated thesis is better than the one from the introduction. It’s fine if you copy this one and use the same words in the introduction.

**Clincher Connected with the Introduction:** Tie it back to the beginning so you don’t have to tell your audience “and that concludes my presentation.”

**References**

[These example references are in APA 7th edition format, and reflect the most common kinds of variations in sources that students encounter. Do not leave these examples in when you submit.]

Author, A. B., & Author, C. (2020). This is an example journal article title. *Journal of Example Articles, 13*(5) 13-18. https://doi.org/10.123/4567890

Blogger, D. E. (2020, September 13). Blog post title. *Name of Blog.* https://www.blog.com/d-e-blogger/20091301-blog-post-title/

Contributor, F. (n.d.). *The title of an undated webpage.* Website Name.https://www.example.com/title-webpage/

Journalist, G. H. (1970, January 1). A news article about the unix epoch. *The Daily News Gazette,* A1, B3-B4.

Some Government Agency. (2020, November 4). *This webpage on a website was authored by an organization.* https://www.sga.gov/webpage-on-website/

Writer, J. K. L. (2019). *Some swanky book title: A subtitle for no reason.* Penguin Books.