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.

**Introduction**

**Attention Getter:** Something that gets the audience to start listening.

**Relevance Statement:** Show them why it matters to them specifically (relevant, not just important). This is what keeps them listening.

**Credibility Statement:** Show them your expertise, so they know why they should care what you have to say. Maybe it’s your experience, maybe it’s your research. This should not be your reference section, so don’t list every source in detail.

**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**

[You do not need to include your main points or the directional transitions between them for this activity, but you should include the transition to the conclusion.]

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

**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.”