**初稿：**

**Hi everyone!**

Please let me ask you a question first : **Have you ever listened to a persuasive speech and thought, “That *sounded* convincing—but where’s the actual proof? Does it really support the claim?”** If yes, today you will receive **three powerful** tips about how to use **supporting evidence effectively** in your persuasive speeches from Alex Edmans’s TED talk.

**First of all,** don’t rely only on emotional stories. In Alex’s speech, he cited Belle’s story, illustrating that even if the story is true, it can only become a fact instead of evidence. Besides, who really knows how Belle recovered. Is it because of another type of treatment she was taking at that time? So the story is powerful, but that doesn’t make it proof. To make it proof, or evidence, you need hard-data that not only is consistent with your theories, but also inconsistent with your rival theories.

**Moreover,** using opposing views to strengthen your case. Alex doesn’t avoid disagreement—instead, he presents counterarguments and **uses evidence to respond**. He pointed out that a lot of people prefer to listen to those who go with their gut instead of experts. However, these people never trust their surgery to the man on the street. They will seek an expert to do their surgery. That’s a vivid evidence Alex used in his speech. when crafting our own speech, we can use this technique to support our thesis.

**What’s more,** watching out for confirmation bias in your supporting evidence. We all tend to look for facts that support what we already believe. But what if the facts are consistent with your rival theories? If the facts are consistent with your rival theories, at this moment, these facts should not be your supporting evidence no matter how much you want to choose them. A simple way of checking this might be asking a question: *Am I choosing this evidence because it’s strong—or just because I like it?*

Now let me wrap up this speech for you. To use supporting evidence effectively, you can a) don’t just use a story, use hard-data, b) using opposing views to strengthen your case, and c) watching out for confirmation bias in your supporting evidence.

Thanks for listening!

**终稿：**

**Hi everyone!**  
Let me start with a quick question: **Have you ever listened to a persuasive speech and thought,***"That sounded convincing—but where’s the actual proof? Does it really support the claim?"* If your answer is yes, then today’s talk is for you. I’d like to share **two powerful tips** on how to use **supporting evidence effectively** in persuasive speeches from Alex Edmans’s TED Talk.

**First of all, don’t rely only on emotional stories.** In his speech, Alex mentions Belle’s story—a woman who claimed she cured her cancer through dieting. Even if her story is true, it doesn’t automatically count as reliable evidence.

Why?  
Because it’s possible that something else—like another form of treatment—was actually responsible for her recovery. Yes, the story is compelling, but that doesn’t make it **proof**. To turn a story into real evidence, we need **hard data**—evidence that not only supports our argument, but also **challenges or rules out rival explanations**.

**Second, use opposing views to strengthen your case.** Alex doesn’t avoid disagreement—instead, he presents counterarguments and uses evidence to respond. For example, he points out that many people prefer to “trust their gut” rather than listen to experts. But then he makes a clever comparison:  
these people would *never* trust their surgery to a random person on the street—they go to a professional.

This is a great technique we can use in our own speeches: **raise a common objection, and use logic or evidence to knock it down.**

Now let me wrap up this speech for you. To use supporting evidence effectively, you can a) Don’t just tell a story—use solid data, b) using opposing views to strengthen your case.

Thank you for listening!