Title: Exercise & You

Specific Purpose: At the end of my speech, my audience will be persuaded to exercise by taking a discount coupon to a gym.

Thesis: Exercise is necessary for health, energy, and well-being.

Audience Analysis: Moderately favorable. The audience is bombarded with information about the need to exercise regularly in the news, both print and television. Exercise, even small amounts, is a do-able activity. Also, exercise increases a person’s self-esteem, so they’re more likely to begin an exercise regime.

I. Awareness
   A. Cardio death (statistics)
   B. Beer guts and speedos
   C. Endorphines and happiness
   D. Thesis: Exercise is necessary for health, energy, and well-being

II. Need
    A. Exercise
       a. Not enough
       b. Fat society
       c. Excuses
    B. Money
       a. Weight loss industry
       b. Exercise industry

III. Satisfaction – Exercise
    A. Health
    B. Weight loss
    C. Energy
    D. Stamina

IV. Visualization
    A. Anti-beer guts and speedos
    B. Self-esteem
    C. Health care costs

V. Action [only need one, but several were provided in class]
   A. Jumping jacks
      Application
      Discount coupons to gym
      Schedule tomorrow’s exercise
      Tips handout
      Easy exercises that work - handout
   B. Closing
