Name: ________________________________
Title: ________________________________

Purpose Statement
At the end of my speech, my audience will be persuaded to ____________________________
by ____________________________

Thesis Statement (Proposition of Policy)

Audience Analysis
[Which of the 5 types, and explain why.]

I. Awareness
   A. Attention-getter:

   B. Thesis statement

   C. Interest

   [TRANSITION]:

II. Need
   A. ________________________________

   B. ________________________________

   C. ________________________________

   [TRANSITION]:

III. Satisfaction
   A. ________________________________

   B. ________________________________

   C. ________________________________
[TRANSITION]:

IV. Visualization
A. 
B. 
C. 
D. 

[TRANSITION]:

V. Action
A. 
B. 
C. Closing

References:

Source 1
Who (Author[s]):

When (date):

What (book title, article title, etc.):

Where (publisher, periodical, URL, etc.):

Source 2
Who (Author[s]):

When (date):

What (book title, article title, etc.):

Where (publisher, periodical, URL, etc.)