Persuasive Speech

Your persuasive speech should follow Monroe’s Motivated Sequence (Awareness, Need, Satisfaction, Visualization, Action) and will be graded for content (structure and presentation of the topic) and form (body and voice).

This handout provides a quick overview of the requirements.

Preparation Checklist:

☐ Topic: Choose a topic that interests you and with which you are familiar. You may use your informative speech topic, or you may choose a different topic. The topic should be one that can provide for a specific action that the audience can do.

☐ References: Your speech must include a minimum of two (2) sources cited in your speech and listed on your formal outline. You can choose from the following external sources: books, newspapers, magazines, journals, Web sites, or other library sources. You may not use yourself or another person (via interview) as a source; if you, or someone you know, have personal experience with your topic, you’re welcome to share an anecdote, testimony, or story.

☐ Create your rough draft outline
  o Write your specific purpose:
    At the end of my speech, my audience will be persuaded to …[do what solution] by…[taking what action]
  o Write your thesis statement (as a Proposition of Policy)
  o Develop your 5 steps

☐ Create your formal outline
  o Name
  o Title of Speech
  o Specific Purpose (specific realistic, measurable)
  o Thesis Statement
  o Audience Analysis (Which of the 5 types, and why?)
  o Outline (keyword format)
  o Reference List (APA format)

☐ Create your speaking notes

☐ Create your visual aids (optional)

☐ Practice your speech and extemporaneous delivery
  o Time (4-6 minutes)
  o Content
  o Form
  o Using your speaking notes