Title: Be fit as a fiddle!

Specific Purpose: At the end of our speech, our audience will be persuaded to exercise by doing jumping jacks and receiving a handout.

Thesis: By exercising every day, you'll feel fit as a fiddle.

Audience Analysis: Moderately favorable. Our audience is of the age that they are bombarded with news reports and advertising concerning weight-loss programs, the need for exercise, and the desire for better health. Our audience probably has more stress than most adults because they're juggling work, family, and school schedules.

I. Awareness
   A. Attention getter
      1. Statistics on health and obese Americans
      2. Health outcomes
   B. Thesis: By exercising every day, you'll feel fit as a fiddle.

II. Need
   A. Out of shape
      1. Overweight
      2. Health
   B. Stress
      1. Lack of energy
      2. Reliance on drugs (caffeine, nicotine, diet pills, etc.)

III. Satisfaction
   A. Exercise
   B. In shape

IV. Visualization
   A. Exercise around your schedule
      1. TV
      2. Office
      3. Lunch
      4. Dinner
      5. Pets
   B. Take small steps
      1. Walk
      2. Park
      3. Commute
      4. Clothes
   C. Increase your energy
   D. Get better sleep
   E. Enjoy better health

V. Action
   A. Jumping jacks (in class)
   B. Handout
      1. Schedule tips
      2. Small steps tips