**Persuasive Speech Sample 3** (Winter 2003 persuasive speech developed in class)

Just do it!

**Purpose Statement:**
At the end of my speech, my audience will be persuaded to set goals and make a plan using the handout.

**Thesis:**
Setting goals and making plans help avoid procrastination.

**Audience:**
Moderately favorable. My audience is fairly motivated to set goals as evidenced by their being in school. However, like most students, they are prone to procrastination because of multiple competing influences: school, job, family, etc. Simplifying the approach to setting goals and making a plan as well as a specific action they can take at the end of the speech will work best for this audience.

I. **Awareness**
   A. Attention-getter/Question – goals
   B. Importance
      1. Anecdotal example
      2. Students and planning
   C. Thesis

II. **Need**
    A. Quality of work
    B. Increased stress

III. **Satisfaction**
    A. Set goals
    B. Make a plan

IV. **Visualization**
    A. Higher productivity
    B. Easy life

V. **Action**
    A. Handout (goal setting form)
    B. Example of goal setting
    C. Closing: Reiterate question regarding goals

