Speech 100: Persuasive Speech (Winter 2004)

Title: Gag on this pill, and you’ll live longer.

Specific Purpose: At the end of my speech, my audience will be persuaded to take vitamins by getting a pamphlet.

Thesis: Taking vitamins everyday can improve your energy and better your health.

I. Awareness
   A. Attention-getter (statistic)
   B. Thesis: Taking vitamins everyday can improve your energy and better your health.
   C. Interest/credibility/common ground
      1. My vitamin use
      2. Research
      3. Students and nutrition (or lack of)

II. Need
   A. Dieting
   B. Fast Living
   C. Immune System
   D. Common Illnesses

III. Satisfaction
   A. Take vitamins
   B. Choose types
   C. Improve physical and mental health

IV. Visualization
   A. Everyday
   B. Energy
   C. Health
   D. Longer Life

V. Action
   A. Pamphlet/brochure
   B. Closing

References:

