

# Persuasive Speech Outline

Complete all sections in order. Don't be tempted to shortcut the process!  
The 5 steps of Monroe's Motivated Sequence (MMS) are integrated into the outline.

## ***Step One - Preparation***

**Topic:** General topic area

**Audience:** Who is your audience? Male? Female? Mixed? Demographic? What do they want/need? What interests unite them? How does your topic fit? What angle will you use to reach them? The more thinking you put into this step the easier your task becomes. Effective persuasion begins with knowing who you're talking to. What you find out here will shape your speech.

**Title of Speech:**

**Specific Purpose of Speech:** to have people vote for me, to increase sign-ups for community volunteers ...

## ***Step Two - Introduction***

**Attention step (MMS step 1):**

Attention getting opening statement:

Reason(s) for listening:

Speaker credibility:

Thesis statement or overview:

**Need step (MMS step 2):**

Expansion of thesis statement ie. need , problem, the situation you wish to change:

Supported by examples that impact on your audience, statistics, graphs, diagrams, expert witness testimony ...

## **Step Three - Body**

**Transition** (signal that you're moving from introduction to body)

### **Main Idea 1 (Satisfaction Step - MMS step 3):**

- Statement of solution:
  
- Explanation:
  
- Demonstration:
  
- Supporting material - facts, figures, expert witness statements:

**Transition** (signalling move to main idea 2)

### **Main Idea 2 (Satisfaction Step - MMS step 3)**

- Counteracting Opposition:
  
- Supporting material - facts, figures, expert witness statements:

**Transition** (signalling move to main idea 3)

### **Main Idea 3 (Visualisation Step - MMS step 4)**

- Positive (or negative, or both):
  
- Supporting material - details, examples, visuals:

**Transition** (signals moving from body to conclusion)

## **Step Four - Conclusion**

### **(Action step - MMS step 5)**

- Summary of Main Points: 1, 2, 3:
  
- Re-statement of thesis (starting point):
  
- Statement of specific action required:
  
- Benefit of specific action (personally & to audience):
  
- Concluding call to action statement:

**And lastly do have everything you need for your audience to carry out your call to action ready for them.**

\*If you have cited journals, books, newspapers, or any other media that you can physically table as proof that you've done your research, have it available. It adds to your credibility immensely.