**Basic Persuasive Speech Template**

**Introduction:**

Attention-getter/Hook

* Rhetorical question; Startling statement; Quotation; Anecdote (personal story); Joke, etc.

Why should the audience listen?

* State the value or importance of the information; Connect it to the audience

Why are you credible?

* Why should we believe you? Have you done the research? Do you have personal experience?

Preview your topic and main points.

* What are you going to talk about?

State your thesis.

* What is your opinion on the topic and why?

**Body:**

What is your first point?

* Why is this important? Cite sources.
* What are the benefits? Cite sources.
* What happens otherwise? Cite sources.
* How does this affect the audience?

*Transition, then state your second point; repeat above; repeat for third point.*

**Conclusion:**

Restate your thesis.

Reiterate your main points.

Challenge your audience to take action some way.

Let the audience know what you have done.

Leave the audience with something to think about (possibly tie it back to your hook).