The Model: Persuasive Speech

Introduction
Greeting
Hook
Why the topic area is important
(NO Specific Purpose)
(No Preview of Method)

BODY
Need/Problem: What’s Wrong
* Evidence/argument to prove something’s wrong
* Significance (“Big Deal”)
* Inherence (“Won’t Go Away”)
* Summary of need

Plan: What to do
* Explain it
* Prove by argument the plan will solve the problem
* Prove the plan will create no new problems

CONCLUSION
Visualization: Things will be better once plan is adopted
Call for Action
Smile & Sit Down