Speech 3 Outline Guide

Value Persuasive

Introduction

Attention Getter: Grab our attention

Clarification: State the value proposition, e.g., the best/worst...is the ...

Preview: Today I will give you two reasons why this is true. First... and second...

Body

I. Write this declarative sentence (claim) reflecting what you mean by your first reason. Make sure it reflects two areas so you can create an A. and B.
   A. Write this as a declarative sentence that begins to develop one of the two areas you asserted in I. above.
      1. Offer evidence-key words
      2. Evidence
   B. Write as declarative sentence that develops the other area you mention in first point-I.
      1. Evidence
      2. Evidence

Transition: Make sure this statement reflects how the major point you just developed proves the first reason you gave in the preview and then mentions the second reason you are about to develop.

II. Write this declarative sentence (claim) reflecting what you mean by your second reason. Make sure it reflects two areas so you can create an A. and B.
   A. Write this as a declarative sentence that begins to develop the first of the 2 areas you asserted in II.
      1. Offer evidence-key words
      2. Evidence
   B. Write as declarative sentence that develops the other area you mention in II.
      1. Evidence
      2. Evidence

Conclusion:

Review: Re-state your two reasons you gave for this argument from the Preview in the Intro and offer your thesis once again.

Clincher: Make your final statement.