

# Speaking to Persuade

Listening/Speaking/Viewing



- ❖ Begin by stating your opinion in a clear, lively, confident way.
- ❖ Give reasons that support your position - the more the better.
- ❖ Focus on your strongest reasons, and repeat them at the end.
- ❖ Use facts and examples to back up your reasons.
- ❖ Finish by asking your audience to take an action that supports your position or goals.

You might start your persuasion by saying:

- *If only everyone would \_\_\_\_\_, then \_\_\_\_\_.*
- *Above all, I would love it if \_\_\_\_\_.*
- *I think the best way to improve the \_\_\_\_\_ is to \_\_\_\_\_.*
- *Americans should \_\_\_\_\_, because \_\_\_\_\_.*

## REMEMBER:

- Emphasize, or say with special force, the words that are important.
- Vary your pitch to help get your meaning across.
- Use pauses to separate ideas.
- Use signal words such as *first*, *next*, *most important*, and *finally*.
- Change your volume to help your audience notice a special point.
- Speak more slowly to signal an important point.

