
Outline for A Persuasive Presentation

Students can use the following outline to develop a persuasive argument to present before the Mayor and City Council. Use WHC's Backyard Conservation website <<http://www.wildlifehc.org/managementtools/backyard.cfm>> for your research.

I. Introduction

State my subject: What am I going to talk about? What is my position on the issue?

II. Reason #1

Why should someone see things my way? I need to give them a good reason why my subject is valid, why it is important. I should make sure that my reasons are good enough to persuade them that I have a very good point. I should try to use both opinions and facts when I state my reasons.

III. Reason #2

IV. Reason #3

V. Counter argument

I should let the audience know that I understand that there are two sides to every argument. I should refute the counter argument.

Possible sentence beginnings for counter argument and refute:

“I realize that . . . but I believe . . .”

“I understand that you might feel differently about . . . but . . .”

“I am aware of . . . but I urge you to . . .”

“Many people might think the opposite . . . but the facts state . . .”

VI. Conclusion

I should restate what it is I am talking about. I should also write a good ending sentence and ask for a specific action.

Possible sentence beginnings for a conclusion:

“I strongly urge you to . . .”

“These facts show that . . .”

Remember to include facts you have learned.

The Wildlife Habitat Council thanks Sally Paulson, teacher at West Nottingham Academy in Colora, Maryland for allowing us to incorporate her format for a persuasive paper.

