



## To Persuade or To Inform

1. Select a topic that is familiar to you or something you'd like to research, as well as appropriate for your audience and the time allotted. Try to pick a topic that you are interested in or passionate about. Consider why you are credible to speak on the topic.
2. Research your audience (i.e., demographics, background, expectations) before starting to research and put your speech together. It is crucial to understand who your audience is and how to reach them through your speech.
3. Decide on the specific purpose or goal of your presentation. Keep your speech either informative *or* persuasive, as these are two different styles and should not be mixed.
4. Decide on which main points, or ideas, you must communicate to your audience in order to achieve your specific purpose or goal.
5. Assemble all of the material you already know that can be used to support or illustrate each of your main points.
6. Gather additional supporting materials, not already on hand, that support your main points. The Kraemer Library database is a great resource for finding sources. Ensure you cite the sources in text and on your reference page.
7. Assemble the materials into an outline. You should use the template provided by your instructor on Canvas.
8. Rehearse out loud (preferably in front of others or with a tutor; typically, 2-3 times) from your notes to see, initially, if you have the appropriate amount of material given the time constraints. Use a timer when practicing to make sure you are within the time frame. Hint: try not to rely on your notes, make sure to look at the audience 90% and your notes 10% of the duration of your speech.
9. Evaluate the quality of your supporting materials. Does it add to your speech goal? If not, remove or replace the material.
10. Use deductive reasoning – General ideas to specifics ideas.