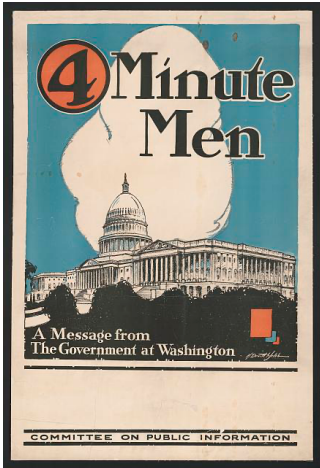


The 4-Part Persuasive Speech



In 1917, America joined World War I and mobilized its troops. But the public wasn't on board to fight "Europe's War."

To boost public opinion, a network of thousands of people from local towns were recruited to give short speeches supporting the war. They were called the 4 Minute Men because they would give speeches at movie theaters during the four minutes it took to switch film reels.

Over the course of the war, 75,000+ speakers were recruited, trained, and gave nearly a million speeches. They persuaded people to support the war in big and small ways.

The 4 Minute Man program worked because they stuck to a persuasive formula. Be short—less than four minutes. Grab your audience's attention. Have a single point. Always have an action for the audience to take.

4-Part Persuasive Speech Formula

Start by asking yourself, **"What's the one point I want my audience to remember a year from now?"**

Brainstorm and write down your answer. Make the one point the backbone of your speech. Then take four sticky notes and write out the four parts of your speech.

- 1 One Question.** Start your speech with one question framed around your one point. You want to pique the curiosity of your audience so they'll listen to learn the answer.
- 2 One Story.** Next, tell them one story which answers the question—the more memorable the better.
- 3 One Point.** Then you want to explicitly state that one point you want them to remember. Ideally, say it in a compelling and sticky way.
- 4 One Call-to-Action.** Close with one call to action for your audience—the one thing you want them to do or think about because of your speech.

Example

Politicians say every child deserves access to a good education, but do we believe them?

Growing up outside of Harrisburg, Myles Slade-Bowers was stuck in a school that didn't fit his unique needs. He was locked into one school option because of his zip code. Luckily, because of Pennsylvania's school choice program, Myles was able to attend a school where he thrived and graduated. But the same choice Myles had isn't available to everyone.

Unfortunately, we have politicians that support school choice on the campaign trail, but then once elected, block other students from having a choice.

It's time for lawmakers to give every student an equal opportunity to get a great education.

The Bottom Line:

To create a quick, persuasive speech, think about what is the one point you want your audience to remember and then use the formula - **One Question, One Story, One Point, and One Call-to-Action.**