

5-Part Persuasive Speech

A simple structure for creating speeches that move people to act.

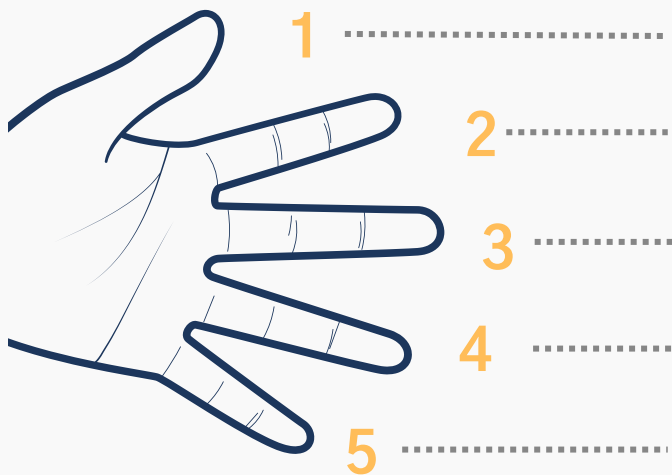
When a speech falls flat, the problem is often structure. Even with practice, it's hard to land your message if you don't have a clear plan. That's where the Hand Framework comes in. It's a visual, five-part formula you can use to outline persuasive talks, pitches, or presentations.

This framework works for short remarks and longer 10–15 minute speeches. It keeps your message clear, focused, and persuasive—start to finish.

Each part of your hand maps to one part of your message.

The Hand Framework for Persuasive Talks

Each part of your hand maps to a key part of your speech:



The Goal

What do you want the audience to do and why aren't they doing it already?

The Hook

Grab their attention with a story, question, or statistic.

The Hold

Keep their attention by showing what's in it for them. 3, 2, 1

The Hurdle

Acknowledge what's held them back from acting before.

The Handoff

Make the next step clear. What do you want them to do?



The Goal

Start by asking yourself:

"What do I want my audience to do and why aren't they doing it already?"

Take the audience's perspective. What's in their way? What's holding them back?

Your job is to remove that resistance.



The Hook

Start with a story, stat, or a question. The goal is to make them care, fast.

Three Types of Story Hooks:

- **Personal Story**—Build trust and connection. Show you've been in the trenches.
- **Problem Story**—Set up the core challenge your talk will solve.
- **Curiosity Story**—Open a loop they want closed. Make them think, what happens next?

Or use a stat or question:

- **One Statistic**—Keep it simple and surprising. Make the number the main character.
- **One Question**—A well-framed focus question can stop people in their tracks and make them rethink their assumptions.



The Hold

Once you've hooked them, you have to hold them. Structure matters so use 3, 2, or 1. Pick one of these strategies:

- **Three Steps**—Great for teaching a process or strategy.
- **Two Points**—Perfect when your talk is built on contrast or reframing.
- **One Big Idea**—The most powerful structure when you need to cut through noise.



The Hurdle

Here's the question every persuasive talk must answer: "If this is such a good idea, why aren't we already doing it?"

There are three common hurdles:

- **Skill Set:** They don't know what to do. Clear the fog. Give the first step.
- **Mindset:** They're afraid to act. Reframe the risk. Help them feel safe.
- **Tool Set:** They lack the tools. Give them what they need—a case study, checklist, or walkthrough.

The Hurdle is where you show empathy. You get what's hard—and you're here to help.



The Handoff

Don't end with, "Let us know if you're interested." That's not a close—it's a shrug.

Instead:

- **Show** them the impact of saying yes.
- **Script** the next move.
- **Make it easy** to act.

Give them something tangible to walk away with—an idea, a phrase, a handout. Something that sticks.

The Bottom Line

Great speeches follow a simple path: Hook the audience, Hold their attention, clear the Hurdle, and make a clear Handoff so they know exactly what to do next.

When you structure your message with purpose, you don't just speak—you get people to act.