Know What Motivates Your Audience

- Self-Actualization Needs
- Esteem Needs
- Belongingness and Love Needs
- Safety Needs
- Physiological Needs

Types of Persuasive Speeches

Conviction
- We need to fight harder against drugs in our neighborhoods

Conversion
- The “glass ceiling” in business hurts everyone

Refutation
- Cigarettes have never been directly linked to cancer
Persuasion is more likely if…

- Speakers’ Goals are Limited and Incremental
- Audience is Self-Motivated
- Message is consistent with Audience’s Values and Beliefs
- Arguments are Placed Appropriately
- Speaker Establishes Common Ground
- Speaker is Credible

Decide What Changes You Want to Effect

**Behavior:** Motivate your audience to stop smoking

**Attitudes:** Motivate your audience to disapprove of smoking

**Beliefs:** Show your audience that non smoking contributes to healthy living

**Values:** Show your audience that being healthy is the right way to be

Understand What Change You Can Affect

1. Behavior
2. Attitudes
3. Beliefs
4. Values