# **Persuasive Speech Example**

*Topical Pattern*

Here is a persuasive speech example with an outline. It is based on Seth Nishiyama’s nap importance speech at Jeff McQuarrie's Speech 110 class ([YouTube video](https://www.youtube.com/watch?v=OEDSF15HVBc&feature=youtu.be))

This speech was built using the *Topical pattern*. It means that the information provided by the speaker is arranged according to sub-topics. Here, the orator used three main aspects of the nap’s importance to deliver the speech and supported each of those by statistics and real-life examples.

Speech topic: **Why It is Important to Take Naps**

Speech Outline

* Introduction  
  A hook to get the readers’ attention.  
  A call for a change (thesis statement) — I encourage you to take more naps.  
  A preview of the speech.
* Body  
  Naps help reduce your anxiety.  
  Naps help increase your productivity.  
  Naps help improve your judgment.
* Conclusion  
  Reinforcement of the issue — I encourage you all to start taking more naps.

*Take a look at the speech transcript with our notes attached and see what you can learn from it!*

Introduction

In the introduction, the author highlights an issue and gives a speech preview.

*So, you could be wasting your money, wasting your time, and even risking your life. Being tired prevents us from achieving our full potential, and every day, we try and fit our work, our schooling, and our personal life in mere 24 hours.*

The author resorts to a catchy beginning (moreover, in the video, you can see how he throws his money away for a better effect). Thus, the audience is intrigued and interested to hear what this speech is going to be about. So, don’t start with a thesis statement immediately — let the audience take the bait.

*I'm Seth Nishiyama, and I'm here today to encourage you guys to take more naps.*

Here is a perfect place for your thesis statement — people know what the central idea is and want to know how you are going to prove it.

*My three main points are that naps help reduce your anxiety, they help increase your productivity, and they help improve your judgment.* ***Because a third of an hour leaves you empowered.***

The transition to the body part should be logical. Therefore, after a thesis statement, it is required to provide a small overview of the speech. Seth informs the audience about the three main points of his speech. Here, he also uses an [**epimone**](http://www.literarydevices.com/repetition/) **—** phrase repetition — throughout his speech to emphasize the importance of the issue.

Body Part

This is the most informative part because here you actually speak about all the three point given at the end of your introduction.

*So, my first main point — naps help reduce anxiety. So, have any of you guys ever taken a really stressful class that stressed you out? I took a class this year that was really stressful for me — it was engineering physics. It is one of those classes where you get the 62 on the test, and you're really happy because it turns out the class average is 30. So, I was studying and working on this class all day, day in and day out, and I was just getting really stressed out and tired about it. And eventually, I started taking naps, and I realized that after I started taking naps I felt better; I felt less stressed; I felt more focused; I felt like I could get more done during the day. And, actually I did really well in the class. And I believe it's because I started taking naps.*

Note that the speaker has a reliable reference to each point he emphasizes. And, in his first paragraphs, he tries to relate more to the people in the room by telling about his own experience and how he struggled with a class. Moreover, these are not only researched facts but real-life examples. Also, Seth asks questions directed to the audience — it shows that the topic is important for many people. Plus, he describes the result — his performance became better with napping.

*So,* [*Soong*](https://www.webmd.com/balance/features/the-secret-and-surprising-power-of-naps)*, who is a writer, and she writes a lot about health and wellness subjects, and she wrote an article for WebMD. And she said that naps help reduce the amount of stress hormones in our body. And then,* [*Bradberry*](https://www.talentsmart.com/articles/Sleep-Deprivation-Is-Killing-You-and-Your-Career-104177879-p-1.html) *— he works for a company called "TalentSmart," which deals with* [*Fortune 500*](https://en.wikipedia.org/wiki/Fortune_500) *companies and helps them manage their employees and their teams. And, he says that sleep deprivation alone causes us stress. So, by taking naps, we're able to reduce our sleep deprivation, and we're able to reduce the amount of stress hormones in our body.* ***Because a third of an hour leaves you empowered.***

The first point includes two pieces of evidence: real-life events and a scientific article. That makes the speech more trustworthy. To show the transition to the next point, the speaker uses the epimone.

*And so, my second main point is that naps help increase your productivity. So, many company and businesses are actually encouraging their employees to take naps because tired employees aren't as productive and cause them to lose money.*

*So Yarow, he writes for Business Insider (which does tech & news, tech & business news), and* [*he says*](https://www.businessinsider.com/google-sleep-pods-2010-6) *that Google uses these things called "energy pods" (and they've been made by MetroNaps), and what they’re designed to do is help you take the optimal nap. So, they stick you in the perfect position so that you have good blood circulation — it relieves pressure off your back. And then, it also plays ambient noise to help you fall asleep and gives you a slight vibration when it's time to wake up. Also, other places are encouraging people to take naps. My sister goes to Carnegie Mellon University, and they have energy pods available there for the students because they believe that taking naps will help the students become better students and be more productive.*

While discussing his second point, Seth presents it from different aspects. Here, we see references to different articles written by competent people in the field, and, of course, an example from his sister’s personal experience to show that everything mentioned can be applied in practice.

*And, it also doesn't take very long to get the benefits of a nap.* [*According to Harvard*](https://www.health.harvard.edu/newsletter_article/napping-may-not-be-such-a-no-no)*, six minutes, in as little as six minutes, you can see the difference in performance with a nap. The optimal nap is 20 minutes, but when taking naps, you can see improvements in areas such as learning, memory, and creative thinking.* [*Brody*](https://www.nytimes.com/2000/01/04/health/personal-health-new-respect-for-the-nap-a-pause-that-refreshes.html)*, who is a writer, who writes a lot about science and nutrition — she's written lots of books and articles about it. She says there's been many famous nappers throughout history: people like Winston Churchill, Albert Einstein, Napoleon Bonaparte, and Thomas Edison — they all took naps because they believed it helped them be more productive and get more done during the day.* ***Because a third of an hour leaves you empowered.***

Again — finishing the discussion of the second point with an epimone and proceeding to the third one.

*My third main point is that naps help improve your judgment. So, have any of you guys ever regretted something, like made a bad decision, or rash about something because you were tired, woke up on the wrong side of the bed? Well,* [*according to Barnes*](https://hbr.org/2018/09/sleep-well-lead-better) *— he's an associate professor at UW, he's done lots of research on sleep in the workplace — he says that when we're tired, our judgment becomes impaired and that we're more likely to produce unethical behavior. And so, when we're tired, not only does our judgment become impaired and we produce unethical behavior in the workplace, but it can lead to life-threatening events. For example, the* [*National Sleep Foundation*](https://www.sleepfoundation.org/articles/problem-drowsy-driving) *says that when we're tired, were more likely to be in an accident because being tired impairs our driving ability because we're not able to make as good of judgments and we have lower-reaction times. But one way to counteract this, they say, is to take a nap because by taking a nap, you become rejuvenated and refreshed, and you're able to make better decisions and judgments when on the road.*

Then, the author provides an example — his memory from real life that the listeners can learn from. Again, it is good to refer not only to research works and scientific articles but evidence that can resonate with the audience’s experience.

*So, it kind of reminds me of this story my mother used to like to tell me when she was in medical school. So, there's this man who worked in this factory, and he came to work one day, and he was really tired. And his job was to manage the machines that cut the metal. And so, a piece of metal got stuck in the machine, and, so, he went over there, and he reached his hand in there and got the piece of metal unstuck. The only problem is this — he forgot to turn off the machine in his hand ended up getting stuck in the machine. And, they had to take apart the machine and grab his mangled hand and all the pieces and send him to the hospital where my mom assisted in the surgery. And there, they took wires and used them to rebuild his hands — it's kind of like a shish kebab. But, when we're tired, we can make mistakes because we don't necessarily have as good of judgment. And by taking naps, we can hopefully increase our judgement skills so that we make better decisions and we have better control over our actions.* ***Because the third one hour leaves you empowered.***

Conclusion

Three points are discussed and supported by evidence — it’s time to cross the finish line. After all proofs are presented and listeners are provided with convincing examples, the author repeats his main idea to complete the circle.

*So, today I talked to you guys about why you should take more naps. My three main points were that naps help reduce anxiety, naps help increase your productivity, and naps help improve your judgment. So, I encourage you all to start taking more naps because naps aren't a waste of time, they're not just for kids, not just for the elderly, not just for the sick — everyone can benefit from taking a nap.* ***Because a third of an hour leaves you empowered****, and with that, I thank you.*

As you can see, the epimone is preserved until the end of the speech, which helps to cross the T’s and provide the sense of completeness.