# **Persuasive Speech Example**

*Monroe's Motivated Sequence*

Here is an example of a persuasive speech with a detailed outline and explanation. The topic is “The Dangers of Cell Phones”, copyrighted to Stephen Lucas. ([YouTube video](https://www.youtube.com/watch?v=cVxXUFIVUEI))

This speech was outlined with the use of the *Monroe’s Motivated Sequence*, which means the author uses a 5-step approach to build their performance. We will break it down to illustrate the method you can use for your own speech!

Speech topic: **The Dangers of Cell Phones**

Speech Outline

1. Grab the attention of the audience.
* Remind the audience about the part of cell phones in their lives.
* Show that they can relate to the posed problem since they are frequent users of the said problem’s cause.
* Say that you research the topic to add credibility to your speech.
* State the purpose of your speech.
1. Present a problem that needs to be solved.
* Demonstrate the data about cell phone usage by using examples and evidence.
* Cite experts and studies that expose the actual risk of using cell phones.
* Show an example of a person suffering from a brain tumor as a direct result of cell phone exposure.
* Reveal that even the manufacturers admit and warn against the dangers of using their product — this will show that the problem exists and is recognized, even though it’s hushed down.
1. Provide them with the solution.
* Talk about how simply putting your phone half an inch away from your head can reduce the risk of getting cancer.
* Mention that such a solution is backed up by real experts.
* Bring up the usage of a headset when talking on the phone.
1. Visualize a world where this problem doesn’t exist.
* Breaking a habit won’t be easy but you will save your own life.
* The victim’s words back up the potential solution.
1. Summarize and call to action.
* Finish up with rehashing the solution and its potential positive outcomes.

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

1. Grab the attention of the audience.

The author opens with a statement about our constant companions — cell phones and talks about the role they play in our day-to-day lives. But the first two sentences don’t name it to create the feeling of suspense.

It's your constant companion. It's in your pocket, in your bag, in your hands, or against your head. You use it at home, in class, at the gym, before you go to sleep at night, and first thing when you wake up in the morning.

I'm talking, of course, about your cell phone.

According to my class survey, everyone in this room has a cell phone, and all of us use it dozens of times every day.

See how author subtly allows the audience to relate to the topic. Everybody has a cell phone, so naturally, everybody will care about the problem.

But what if your constant companion is dangerous? What if it's hazardous to your health?

Here, we’re diving into the whole reason this discourse was even started. All listeners will be able to relate to it because the speaker suddenly claims that something you thought was harmless and carried with you all the time can hurt you.

Evidence is piling up that long-term use of cell phones can lead to tissue damage, tumors, and even brain cancer. Even that there are well over 4 billion people worldwide using cell phones, we're looking at a problem of potentially staggering magnitude. According to Deborah Davis, epidemiologist and author of the 2010 book “Disconnect: The Truth about Cell Phone Radiation,” we may be watching an epidemic in slow motion.

I've never thought much about the possible perils of cell phones before I saw a CBS news report on the subject earlier this year. But doing extensive research for this speech made me realize that cell phones do in fact pose a danger to our health.

Demonstrate the data about cell phone usage by using examples and evidence. The author also mentions how they came to exploring the topic they’re talking about.

**Note:** Making it “personal” is always useful in persuasive speaking, and not only by helping the audience relate to the problem but also show that you’re a human like them and are also touched by the problem just as you hope they will be touched. Humans will imprint on anything. Use it.

Now, don't worry, I'm not going to try to persuade you to abandon your constant companion. I still use mine on a regular basis, and I probably always will, but I do hope to persuade you to make one simple change in the way you use your cell phone. A change that will protect your health and could even make the difference between a long life and premature death.

Here, the author provides a preview of what implementing their future solution will help achieve. They hook the audience, showing them that sticking around to listen to the rest of the speech will be worth it.

But first, let's look more closely at the health risks posed by cell phones.

2. Present a problem that needs to be solved.

Those risks stem from the fact that cellphones emit small amounts of radiation that, over time, can damage tissue. Every time you use your cell phone, you expose yourself to that radiation. The amount is miniscule in comparison to that given off by X-ray machines: about 0.000000001 of the intensity. However, Ronald Herberman of the University of Pittsburgh Cancer Institute explains that the problem with cellphone radiation is not how much is emitted at a single time, but how much we are exposed to with repeated use day after day, year after year. It's this long-term use of cellphones that has led researchers to warn about their danger.

In one study, for example, the World Health Organization tracked 10,000 cellphone users over the course of 10 years. As reported in the New York Times on November 13th, 2010, the data in this study indicated that subjects who used a cell phone 10 or more years doubled the risk of developing brain tumors. Other studies have reached the same conclusion. Perhaps the most important is a 2007 study in the Journal of Occupational and Environmental Medicine that surveyed all the previous research on cell phone use. It found a consistent pattern of increased risk for developing brain tumors among people who use cell phones for more than 10 years.

Cite experts and studies that expose the actual risk of using cell phones. Make sure your evidence is recent and trustworthy! Otherwise it’s going to amount to a hill of beans.

Alan Marks is one of those people. A 58-year old real estate developer and father of three, he talked on a cell phone an hour a day for 23 years. Two years ago, doctors found a golf-ball-sized tumor in his brain.

“There's no question what caused it,” he says, “It was my cell phone.”

And Alan Marks isn't the only person to conclude that he's sick because of his cell phone.

Ann Gittleman's 2010 book “Zapped,” which deals at length with the health problems of cell phones, catalogs people who developed blinding headaches, dizziness, circulatory problems, nausea, and cancer from the kind of radiation emitted by cell phones.

Author provides an example of a person suffering from a brain tumor as a direct result of cell phone exposure and adds some other symptoms that may occur if you neglect cell phone usage safety.

Still not convinced about the potential posed by your constant companion? Take a look, then, inside the thick manual that comes with your phone. You'll see that all cell phone manufacturers warn against keeping the phone right next to your body. Apple, for example, recommends keeping the iPhone 5/8 of an inch away from your body. Makers of the BlackBerry recommend that you keep their phone a full inch away. Cell phone manufacturers don't publicize this information widely, but they clearly recognize that their products are potentially hazardous.

Here, it is revealed that even the manufacturers admit and warn against the dangers of using their product. This shows that the problem exists and is recognized, even though it’s hushed down.

3. Provide them with the solution.

So, what's a solution?

As I said earlier, it's not to stop using cell phones altogether. I still use mine on a regular basis, and I can't imagine being without it, and I'm sure you can't imagine being without yours. You can, however, take seriously the risks of cell phones and find a way to minimize those risks. Time and again, experts point out that the single most effective way to reduce the risk is not to press your cell phone against your head while using it. Since the phone emits radiation, the closer you put it to your head, the more radiation you expose yourself to. At the very least, you should hold the phone 1/2 an inch to one full inch away from your ear, but ideally, you should get in the habit of not putting it up to your head at all. I now use my earbuds almost every time I use my phone. Another option is to use your speakerphone.

The author breaks down a simple — meaning that it won’t strain the audience to implement it into their lives — yet effective solution. They also show that it is backed up by real experts, which means that it’s credible and not just some spoof.

Once again, the author talks about their own experience, which will show the audience that it’s not that hard to do and it will, in fact, do them good.

4. Visualize a world where this problem doesn’t exist.

As with breaking any habit, changing the way you talk on your cell phone may be slightly inconvenient at first, but will soon become second nature. You'll be able to enjoy all the benefits of your constant companion without suffering the fate of Alan Marks. If Marks had known the dangers of prolonged cell phone, use he would have done things a lot differently.

Basically, what they’re saying is, “You won’t break from this, but it **will** save your life. People care about how long they can enjoy their existence, so once again, appeal to their emotions and the self-preservation instinct.

"I wouldn't have held it to my head." he says. "I would have used the headset. I would have used the speakerphone. And I would not have had the problems I had."

“Look at that man! Don’t want to end up like him? You can! Just be smarter!”

Using the victim’s quote is a nice touch that will persuade the audience to use your solution as it will keep them from following in the poor Mark’s footsteps and getting cancer.

So, please, get in the habit of keeping your cell phone away from your ear when talking and encourage your friends and family to do the same. Start today with your next call and continue every day in the future.

We can avoid the slow-motion epidemic that doctors and scientists are warning us about as long as we remember to keep this [points to her cell phone] away from this [points to her head].

Finishing up with rehashing the solution and its potential positive outcomes and showing how simple it is to minimize the harm.

***That’s all, folks!***