**Organizing your Persuasive Presentation**

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| General Goal: To Persuade  Specific Goal: By the end of my presentation, the audience will agree that using Crest Pro-Health toothpaste is the better choice and 75% of the audience will take the coupon that I will distribute.  Thesis: Crest Pro-Health offers the best chance at keeping your smile healthy.  ~~  Tips for main points:   1. Make sure each main point represents a separate idea. 2. All points develop the thesis. 3. State each main point as a definitive claim; not as a question. 4. Each main point should be written as a full sentence, with a subject, verb, and object. 5. Develop between 2 and 5 main points. | |
| **Problem-Solution**  The first main point deals with the existence of a problem & the second deals with the solution.  You will most likely have two main points – main point one details the problem while main point two describes the solution.  *Thesis: Crest Pro-Health offers the best chance at keeping your smile healthy.*   1. Problem: Selecting the right toothpaste can be a difficult decision. 2. There are numerous varieties on the market. 3. Some varieties are not recommended by dentists. 4. Solution: Crest Pro-Health is the best toothpaste on the market. 5. Crest Pro-Health reduces tartar on the teeth. 6. Crest Pro-Health can help reduce teeth sensitivity 7. Crest Pro-Health can also help whiten teeth. | **Criteria Satisfaction**  Sets up criteria the audience will accept within the Introduction then shows how the product or idea meets the criteria you set up.  *Thesis: Crest Pro-Health offers the best chance at keeping your smile healthy.*   1. Crest Pro-Health reduces tarter on the teeth. 2. Crest Pro-Health can help reduce teeth sensitivity. 3. Crest Pro-Health can also help whiten teeth. |
| **Comparative Advantages**  Each main point explains why the product, service, or idea is preferable to any others. You will need to directly compare one with another in the main point to be comparative. It is best used when the audience already is aware of the other option on the table.  *Thesis: Crest Pro-Health offers the best chance at keeping your smile healthy.*   1. Crest Pro-Health reduces tartar better than Colgate. 2. Crest Pro-Health reduces teeth sensitivity better than Colgate. 3. Crest Pro-Health also provides better whitening than Colgate. | **Monroe’s Motivated Sequence**  This is a specific five-step plan designed to boost audience interest and involvement. It helps the audience focus on not just a problem and solution, but provides a visual to make it easier for the audience to see the solution in action.  *Thesis: Crest-Pro Health offers the best chance at keeping your smile healthy.*  Attention: I hate going to the dentist. I brush my teeth and floss fairly regularly but inevitably, I get the lecture from the hygienist because my teeth aren’t as clean as they could be.  Need: I know I’m not alone when it comes to this issue. Anyone who has a set of teeth knows that keeping them healthy is crucial to your overall health and well-being. *(continue with the information)*  Satisfaction: There is one product on the market that will help anyone desiring a healthy smile: Crest Pro-Health Toothpaste. *(continue with the information)*  Visualization: Can you imagine your next dentist visit being pleasant, with no lectures, just because you switched to an outstanding toothpaste? *(continue with the information)*  Action: You need Crest Pro-Health. I have a coupon that can be used at Walgreens, CVS, or Rite-Aid. |