Informative Speech Development Process

Brainstorm a list of informative topics in the space below:

Select a topic and brainstorm a list of main points:
*Note: If you do not know enough information to generate main points do some research first.

Identify an appropriate and effective organizational pattern:

Conduct research and identify supporting materials for each point:
- Facts
- Statistics
- Definitions
- Descriptions
- Explanations
- Examples
- Testimonies
- Analogies

*Be sure to remember where you got the information. Always cite your sources.

What visual aids will you need? What information should your visual aid include?

Brainstorm Ideas for your introduction and conclusion:
- Introductions:
  - Rhetorical Question
  - Question
  - Quotation
  - Humor
  - Starting Statistic
  - Suspense
  - Narrative/Story
  - Reference to the occasion

- Conclusions:
  - Rhetorical Question
  - Question
  - Quotation
  - Humor
  - Narrative/Story
  - Refer back to the introduction
  - Visualize the future
  - Suggest an action
Sample Informative Speech Outline

Name: __________________________

General Purpose: To Inform – To define, describe, or explain a person, place, object, place, concept or process

Specific Purpose: After hearing my speech, my audience will...

Title: __________________________

Introduction:

Attention Getter

☐ Rhetorical Question
☐ Question
☐ Quotation
☐ Humor
☐ Startling Statistic
☐ Suspense
☐ Narrative/Story
☐ Reference to the occasion

Statement to Establish Rapport

Reason to Listen
(What is in it for me?)

Credibility Statement

Preview of the Main Points
**Main Points:**

You should have 3-5 main points (and sub-points) supported with various types of supporting materials.

**Conclusion:**

<table>
<thead>
<tr>
<th>Closure</th>
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<tbody>
<tr>
<td>Statement/Signal</td>
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*For ex: In conclusion...*

**Summary of Main Points:**

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**Clincher/Motivator:**

- **Rhetorical Question**
- **Question**
- **Quotation**
- **Humor**
- **Narrative/Story**
- **Refer back to the introduction**
- **Visualize the future**
- **Suggest an action**

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