

# How to Conclude a Persuasive Speech in Three Steps

## 1. Restate the Thesis or Main Argument

- It is important to remind the audience what the overall main idea of the speech is and why you are speaking to them. This relates back to your thesis statement!
- Insert your thesis statement at the beginning of the conclusion.

### Practice Example:

In conclusion, the Houston Animal Shelter is running out of necessary supplies and is in need of donations.

## 2. Summarize the Main Ideas of the Speech

- The middle section of the conclusion can be used to highlight the key points that were addressed during the speech. This relates back to your preview statement!
- Insert a sentence listing the main body points that were discussed (e.g, Today, we discussed X, Y, and Z)

### Practice example:

Today, we discussed the shelter's mission, the problems it is currently facing as a result of the recent hurricane, and what you can do to help.

## 3. Include a Call to Action

- At the end of our conclusion, we want to include a closing statement(s) or lasting impression to motivate the audience to do at least one of the following:
  - o Do a specific action.
  - o Feel a particular emotion.
  - o Think a certain way.
- This can be done by using rhetorical questions or statements encouraging actions, feelings, and/or thoughts (e.g, "I encourage you to...", "Please consider...", etc.)

### Practice Example:

The animals are in desperate need, so please consider donating to the Houston Animal Shelter today. Your help will make a difference!

## Practice Examples Altogether:

In conclusion, the Houston Animal Shelter is running out of necessary supplies and is in need of donations. Today, we discussed the shelter's mission, the problems it is currently facing as a result of the recent hurricane, and what you can do to help. The animals are in desperate need, so please consider donating to the Houston Animal Shelter today. Your help will make a difference!