# PERSUASIVE SPEECH:

# Argument Outline with Concessions Up Front

1. *Intro:* Start with something to grab the reader’s interest. You want the AP reader to go, wow, this is a good one. (Ex. image, quote, rhetorical quest.). Define issue. ESTABLISH A BOND/LINK TO AUDIENCE. Transition into YOUR claim. List evidence.
2. 1st Body Paragraph:
* A. Concession 1
* B. Concession 2
* C. Concession 3
* D. Counterargument 1
* E. Counterargument 2
* F. Counterargument 3
* G. Transition
1. Second Body Paragraph:
* Subclaim 1 and evidence
* Include how your evidence fits into your subclaim/claim
* (Include fact/stat’s/anecdote/analogy/opinion/ authority/causal relationship/shared beliefs). Use logos/ethos/pathos.
* Transition
1. Third Body Paragraph:
* Subclaim 2 and evidence
* Include how your evidence fits into your subclaim/claim
* (Include fact/stat’s/anecdote/analogy/opinion/ authority/causal relationship/shared beliefs). Use logos/ethos/pathos.
1. Conclusion: Restate YOUR claim. Revisit image/hook from intro. Do you/can you urge any action to be taken? Finish strong. End with pathos or sentimental appeal if appropriate!