



Advertisement Speech

Buchholz



1. Purpose -

- The speech will work on your persuasive techniques as well as your energy and eye contact while speaking.

2. Standards -

- Speaking and Listening
 - Peer Evaluations, Your Speech
- Writing
 - Outline (using Monroe's Motivated Sequence)

3. Length -

- Your speech should be between 1 to 2 minutes long.
- You must meet this time frame. If you go over or under, you must present your speech again and your grade will be adjusted accordingly. You must practice, practice, practice!

4. Preparation -

- Choose an item that you could sell.
- Think creatively and uniquely.
- It may be beneficial to think about what would help you and think as to how it would benefit your audience as well.
- Pull inspiration from "As-seen-on-TV items" and pitchmen. They are cheesy but they get your attention.
- Find ways to motivate your audience to want/need your product.
- Create a visual that is or represents your product.
- Generate your advertisement script that hits on all the points of Monroe's Motivated Sequence (Attention Step, Need Step, Satisfaction Step, Visualization Step, Action Step)
- This is just like your speech outline:
 - The Attention Step is like your attention getter
 - The Need Step is your thesis statement (the whole point of your speech)
 - The Satisfaction and Visualization Steps are the body of your speech. They give all the details, guts, and reasoning to your speech.
 - The Action Step is your conclusion. Now that you see the benefits, it is time to act. This is your final attempt at persuading the audience.
- Practice handling the item and decide how to show its usefulness to the audience. Focus on not talking **to** the item but **to the audience**. Practice what you are going to say.

4. Speech -

- You will use an outline for this speech.
- You must use Monroe's Motivated Sequence
- Use a creative attention getter
- Consistently use eye contact with the audience.



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Monroe's Motivated Sequence -

- **Attention Step**
 - Step 1: Get Attention-- Through the use of attention getting devices, you will aim to do two basic things: get the audience's attention, and ease the audience into the topic.
- **Need Step**
 - Step 2: Build the Need/Want-- In this step, you will work to get your audience to feel a need or want, whichever you determine to be appropriate. Give a definite, concise statement of what the need or want is and point out how this need or want is directly related and important to the audience.
- **Satisfaction Step**
 - Step 3: Satisfy the Need/Want-- In this step, you will now fill the need/want you built in step 2. It is vital that you be consistent; i.e., be sure the solution you offer really does fit the need/want. Tell your audience in a very specific, direct sentence what it is you want them to do and make it clear how what you are advocating fulfills the need you built in step 2.
- **Visualization Step**
 - Step 4: Visualizing the Results-- In this step you are working to intensify your audience's desire for your product/service. This is often called the projection step because it looks forward to the future. Here you offer a vivid descriptions of how much better the person's life will be as a result of buying your product or service.
- **Action Step**
 - Step 5: Call for Action-- This step is the final call for the buyer to actually make the purchase, the "go out and get it already" step. It should be brief, powerful, and well worded. End on a strong note, then sit down.