**PERSUASIVE SPEECH OUTLINE**

**Organization:** This speech uses **problem-solution** organization.

**Central Idea:** Lack of exercise is harmful to our health. Importance and benefits of exercise.

**Specific Purpose:** To persuade my audience to exercise and become physically active so they can live longer, healthier lives.

1. **INTRODUCTION**
	1. **Attention getter:** Question- which would you choose elevator or stairs?

 Reveal benefits of exercise.

* 1. **Credibility:** Reveal benefits of exercise.
	2. **Thesis:** Exercise prevents health problems and protects your body from damage.
	3. **Preview Statement:** Today, I would like to provide you with information on the importance of exercise, with hopes that by the end of my speech you will be inspired to start exercising on a regular basis.

**Transition:** *I would like to show you that we are all in need of exercise and it is very beneficial. I would like to tell you, not how to exercise, but to persuade you to go out and begin to exercise.*

**BODY**

**II. (Main Point 1) Problem**: Lack of exercise is harmful to our health.

A. Cardiovascular disease is caused by physical inactivity.

1. According to the Livestrong Website in an article entitled lack of exercise and heart disease, “The New York state Department of Health reports approximately 35 percent of the heart disease mortality is due to physical inactivity.” (Gardner, 2011).

2. Lack of exercise is the same as physical inactivity. The American Heart Association recommends, “You get 30 to 60 minutes of aerobic exercise three to four times a week. Aerobic exercise increases your blood circulation throughout the cardiovascular system to supply exercising muscles with oxygen.” (AHA, 2011).

3. Your heart muscle is the most important muscle in your body,

B. Excess fat (obesity) is also caused by physical inactivity and leads to a higher incidence of heart disease.

1. Causes of heart disease

2. Obesity has a negative influence on blood pressure and cholesterol, and may lead to diabetes.

C. There is a greater chance of death at an earlier age if you do not exercise.

**Transition:** *Let’s move on to the solution to this problem*

**III. Solution**: Exercise can improve your life in many different ways.

A. Benefits/Importance of Exercise

1. According to Mayo Clinic, “exercise benefits every part of your body, it helps you feel better, have more energy, and contributes to your life expectancy.” (Mayo, 2011).

a. It causes the body to release endorphins, chemicals that can help you feel more energized, peaceful, and happy.

2. Exercise can help you sleep better.

3. Exercise will help you look better.

a. People who exercise burn more calories and look more toned than those who don’t.

4. Regular exercise has many benefits Exercise also helps to protect against depression, and helps you better manage stress.

5. According to Healthwise, in an article titled, Why Is Exercise Important? “Our bodies were meant to move - they actually crave exercise. Regular exercise is necessary for physical fitness and good health.” (Healthwise, 2010).

6. Obstacles of exercising

7. Exercise is not easy, but……

**Transition:** *Now, I would like to ask the same simple question again. What would you do, take the stairs or ride the elevator?*

 **CONCLUSION**

**IV.** In conclusion, physical inactivity is a problem that requires immediate action by everyone. We should all get into the habit of exercising regularly.

A. I hope I have encouraged you to become more physically active today because your quality of life depends on it.

B. Call to Action: Remember the final choice to a healthier life is yours. Make the fitness choice. Why wait for tomorrow when you can start today.

**Works Cited**

1. American Heart Association. (January, 2011). Guidelines for Physical Activity. In American Heart Association. Retrieved September 21,2012, from [http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/StartWalking/American-Heart-,Association-Guidelines-for-Physical-Activity\_UCM\_307976\_Article.jsp](http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/StartWalking/American-Heart-%2CAssociation-Guidelines-for-Physical-Activity_UCM_307976_Article.jsp)
2. Gardner, Keri. (May, 2011). Lack of Exercise & Heart Disease. In Livestrong. Retrieved September 21, 2012, from <http://www.livestrong.com/article/383290-lack-of-exercise-heart-disease/>.
3. Healthwise Staff. (October 5, 2010). Why Exercise Is Important In Cardiac Rehab. In Everyday Health. Retrieved September 21, 2012, from <http://www.everydayhealth.com/health-center/why-exercise-is-important-in-cardiac-rehab-info.aspx>.
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