**Sell me something…**

One of the most important skills for any science researcher is presentation. Every researched must be able to clearly articulate the goals and findings of their research AND convince an audience that they should be interested in this work.

We will be developing our presentation skills through a variety of projects throughout the year. This presentation will be a persuasive presentation. Many persuasive presentations use the following format.

**Introduction**

* Attention getter starts the speech
* Starts with the big picture and narrows to the thesis
* Orients audience to topic (defines terms and acronyms)
* Provides WIIFM (explains why audience should care)
* Speaker establishes credibility
* Last part of introduction is one sentence that directly previews your main points

**Body**

* Contains 2 – 5 five main points
* Each main point has 2 – 3 forms of support (sub-points)
* Contains no less than 5 different source citations
* Transitions link one main point to the next point
* Signposts link sub-points (first, second, etc)

**Conclusion**

* Signals the end of your speech (avoid “In conclusion” and “in Summary”)
* Reviews the main points
* Does not introduce any new material or information
* Makes a final appeal to the audience
* Closes speech with a clincher (NOT “Thank you” and NOT “Any questions?”)

(<http://publicspeakingproject.org/classroom%20handouts/speech%20checklist.pdf>

Contributed by Lisa Schreiber, Millersville University)

**ASSIGNMENT:**

Design a 2-3 minute persuasive “Infomercial” for any product in your home. You will not have any notes or slides with you when you are presenting. You may use the above as a reference. Be creative and original. I should want to buy this product at the end.