

# Writing A Political Speech: Outline

So you want to **become the next Prime Minister of Canada**, eh? This outline will show you how to write a well-structured and powerful speech. Politicians make speeches to inspire constituents to elect them. So do your best to **convince Canadians to vote for you!**

## I. INTRODUCTION (first paragraph)

- What's your opening line (hook)? Establish a connection with your readers. Catch the attention of the Canadian people with a short story, a challenge, a joke, or just vividly describe a problem. For example: *"Not a single person in this country thinks gun control is adequate. Not one."*
- Who are you? Briefly present yourself and your political party (real or made up).
- Why do you want to become the next Prime Minister of Canada?
- Get to the point! State your purpose and the theme (central idea) of your speech.
- What's your slogan? Find a snappy, clear one-liner related to the theme of your speech – a simple idea expressed in one sentence you need the audience to remember, even if they remember nothing else.

## II. BODY (second/third/fourth paragraphs)

- Pick 3 issues from the following list:

*Climate change*

*Housing*

*Pipelines*

*Transportation*

*Education*

*Immigration*

*Seniors*

*Guns*

*Indigenous*

*Taxes*

*Health care*

*Jobs*

*Technology*

- For each of the 3 issues you will be raising:
  - Lay out the current situation and explain why the problem is serious. Give concrete evidence that things are wrong in the country. Convince Canadians that you are the right person to fix them. Mix facts, feelings, and action to support your argument!
  - CITE YOUR SOURCES!
  - Propose a solution to the problem in the form of an electoral promise that makes sense.

## III. CONCLUSION (last paragraph)

- It's the last chance you have to make an impression, so make sure Canadians feel weaker for not supporting you and stronger for supporting you.
- End with a catchy phrase – your slogan!

### REMEMBER!

- Keep your words simple and direct. Your points must be clear and your sentences short to be understood by people.
- Make your speech emotionally compelling for your audience. Be persuasive! Inspire your potential voters!
- It helps to read your speech out loud while you're working on it.