Brandy Harrison
Intro to Human Communications

Persuasive Speech Outline

**Topic:** Why people should buy their pets from animal shelters, instead of pet stores.

**Specific Purpose:** by the end of my speech I intend to have persuaded my audience not to buy animals from pet stores.

**Central idea:** those considering getting a pet should adopt from a shelter because most pet stores get their animals from puppy mills.

**Introduction:** I will start with a scenario for my audience to think about.

**Attention Getter:** I want you all to take a minute to think about your favorite plush toy.

**Topic Introduction:** Today I am here to talk to you all and inform you about why you should purchase your dogs from shelters.

**Relate the topic to your audience:** Some of you will get a pet in the future.

**Transition Statement** – there are many reasons to adopt a pet from a shelter.

**Body:**

**I. Many reasons to adopt**

a. You can save a life

i. You’ll get a healthy pet

ii. You’ll save money

b. You’ll feel better
i. You wont be supporting puppy mills
ii. Wont be supporting pet stores

Transition Statement – definition of a puppy mill

II. Puppy mills are bad

a. They are harmful to the animals
   i. They are only focused on the profit
   ii. The conditions are horrible for the animals

b. Over production of animals
   i. Breed one dog to it max
   ii. Let the animals die off and starve when they can no longer make a profit

Transition Statement – after the animals are stripped away from the mother they are put in pet stores

III. Most pet stores are supplied by puppy mills

a. At as young as six weeks old the puppies are taken from the mother
   i. Pet stores purchase these dogs to sell in their stores
   ii. They can also be sold over the internet

b. The health of these animals may be bad
   i. Pet stores cannot insure the health of there animals
   ii. These dogs are not vaccinated or spade or neutered

Transition Statement – the next time you go to get a pet rethink getting them from a pet store
Conclusion – while you may think that shelters only have damaged pets; think again you may just find your new best friend.

Link the conclusion to the introduction: you should purchase your dogs from shelters and stop the support of puppy mills.

Review the main points and reemphasize your central idea: puppy mills are only out to make a profit and we should not support their abuse of animals.

Specify desired audience response: you should not buy from a pet store

Memorable concluding statement: so get your next pet from an animal shelter
The Area of Research and Communication Skills:

This artifact shows my ability to communicate to others in a persuasive manner urging them to adopt their pets from shelters instead of pet stores. I felt that this showed my ability to communicate to other because it was the outline for a speech I gave when I attended Kent State University. The objective of the assignment was to choose a topic and make a persuasive speech about it. The speech had to last five minutes, and in the speech you had to try and persuade the audience to share in your opinion. After giving this speech I received a very good grade and was informed by my instructor that my speech gave a good insight into the treatment pet store animals come from and why people should purchase their pets from shelters rather than from pet stores.