

## Sample Persuasive Outline

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Coms 103 (13965)

11 December 2019

## Why Everyone Should Avoid Starbucks

**I. Introduction Section**

Attention Getter	Through a raise of hands, who in here drinks or knows someone who drinks coffee? Looking around, that's a majority of you. If you didn't know coffee has become a prominent beverage in today's society, which many drink in order to stay energized throughout the day. When thinking about coffee a well-known company that probably comes to everyone's mind first is Starbucks. Now, Starbucks is known to sell a wide variety of drinks besides just coffee, including teas, juices, hot chocolate, and many more. However, when buying these drinks, have you ever stopped to consider the effects that they can have on you and the community around you?
Thesis Statement	Due to the negative effects that Starbucks can have on you financially, on your health, and even on your community, it should be avoided and instead you should turn to alternative options.
Reason to Listen	By listening to this speech, you will not only help yourself save money and be healthier, but also help the community you live in.
Speaker Credibility	I can understand if this may be a hard concept to grasp for many of you, since like you I use to drink my fair share of Starbuck drinks. However, after doing a vast amount of research on Starbucks, its menu, and the effects it can have on all of us, I have changed my routine and have avoided the store as much as possible since.
Preview of Points	<ol style="list-style-type: none"> <li>1. The negative effects that Starbucks can have on you and your community.</li> <li>2. Easy alternative solutions to help you avoid drinking Starbucks.</li> </ol>

**Signpost/Transition:** Firstly, I will be discussing the problems associated with Starbucks and why everyone should avoid it.

*II.* The first reason why everyone should avoid Starbucks is because of its cost.

A. Starbucks is expensive, as many of you might already be aware of, according to my survey. However, do you know how expensive they are?

1. According to Graham Rapier 2018, Starbucks is priced about 38% higher than its competitors.

2. In addition, prices have steadily been increasing.

(1) Just last year, in 2018, prices on a regular drip coffee (plain black coffee) were raised 10 to 20 cents, with a tall being priced between 1.95 to 2.15 as stated by Nicole Spector, 2018.

(2) Compared to other locations, like McDonalds, this is expensive as it is almost doubled the price.

(a) For example, a small (12 fluid ounces) premium roast at McDonalds is only a dollar, which means you are saving .95 cents.

(i) If you drink coffee every day of the week, this means you are saving \$6.65 per week and about \$320 dollars a year, which could be used to buy other items like food, clothes, etc.

B. However, even though expensive, some may argue that Starbucks drinks are not necessarily overpriced.

1. The increased prices could be contributed to factors such as inflation, labor, rent and competition.

2. However, when buying from Starbucks, the customer is also paying for the overall environment and customer experience.

**Signpost/Transition:** Another problem is the health concerns that come with buying Starbucks.

*III.* A majority of Starbucks items are unhealthy and should be avoided.

A. Their drinks contain high amounts of sugar, a lot of caffeine and high calories.

1. Firstly, Starbucks drinks contain high amounts of sugar.

a) "According to the American Heart Association (AHA), the maximum amount of added sugars you should eat in a day are: Men 150 calories per day (37.5 grams or 9 teaspoons) and Women: 100 calories per day (25 grams or 6 teaspoons)" (Kris Gunnars, 2018).

b) Many of Starbucks drinks exceed this amount alone.

(1) A Grande Matcha Green Tea Crème Frappuccino which has 65 grams of sugar or 15 teaspoons, way above the maximum amount.

(2) All this sugar could lead to health problems like heart disease, type two diabetes, cause you to gain weight, and even can drain your energy as stated by Jillian Kubala, 2018.

(a) Why even buy coffee then, since many of us drink it to be reenergized?

2. Starbucks drinks also have high levels of caffeine.

a) Most healthy adults can safely consume up to 400 milligrams (mg) of caffeine each day (Erin Brodwin and Samantha Lee, 2017).

(a) Two tall (12 fluid ounces) Blonde Roast coffees at Starbucks would put you over than limit as each contain 270 mg of caffeine alone (Erin Brodwin and Samantha Lee, 2017).

(i) Too much caffeine could lead to problems like anxiety, insomnia and digestive issues (Franziska Spritzler, 2017).

3. Finally, Starbucks drinks are unhealthy because they have high amounts of calories in them.

a) The recommended intake for calories per day is 2,000 for women and 2,500 for men (Kris Gunnars, 2018).

(1) A Grande Iced chai tea latte, as mentioned earlier, has 240 calories.

(2) A Grande Mocha Cookie Crumble Frappuccino contains 500 calories, which is a full meal.

B. However, Starbucks does have some healthy options, if you really must go.

1. For drinks, this includes the teas, milk, and water.

a) Customers also have the option to sub elements such as the liquid cane for Splenda or can sub healthier milk options like almond or coconut milk.

**Signpost/Transition:** Another problem with Starbucks is the damage it does to the community.

IV. Chain stores, like Starbucks, are bad for the community.

A. Chain store's growth, like Starbucks', has weakened the local economies, destroyed community character, and weakened civic and cultural life. (Stacy Mitchell 2000).

- a) For example, chain stores are seen to weaken local economies by not contributing as much money to the economy compared to small businesses.
  - (1) It is stated that "economic growth within the community cannot occur unless the money spent by the company remains in town" (Ron Watson, 2014).
    - (a) With that being said, because most businesses have their headquarters across the country or even in another country, like Starbucks who's is located in Seattle Washington, that means that less money made by the company gets recirculated into the community (Ron Watson, 2014).
- 2. In addition, "consolidation has reduced competition and may (even) harm consumers over the long-term" (Stacy Mitchell 2000)
  - a) Chain stores are also bad for you, the consumers.
    - (1) After beating out other small businesses, chain stores can raise prices.
    - (2) Their products can also be of less quality since they know they are the only option.

**Signpost/Transition:** However, there are easy alternatives to Starbucks that are just as good or even better.

V. Firstly, you can make Starbucks drinks at home.

A. More than half the Starbucks menu can be made at home.

1. The tea and coffee mixtures can be found and bought from stores like Vons and Target.

a) Advantages that come from this includes:

(1) Buying the mixture in bulk for a cheaper price.

(2) Having control over the amount of sugar, caffeine and calories one puts into their body.

(a) For example, a Grande iced chai tea latte at Starbucks is 4.25 and contains 42 grams of sugar.

(i) However, you can buy an organic Chai mix at Target for 3.69 which is 32 ounces and is sugar free.

(ii) You can also buy the milk at Target.

(a) I use the Almond Breeze unsweetened Vanilla flavor which is 3.19 for half a gallon.

(iii) This method not only makes half a gallon of Chai, which can last up to two weeks, but only cost around \$6.88!

(a) Compare this to the single Grande iced Chai tea latte at Starbucks, which cost 4.25, and you are saving a ton of money and already living a healthier life. What a steal!

2. Another option for making your drinks at home includes buying a coffee maker or Keurig if you are a consistent coffee drinker.

a) You can make both hot and iced coffee.

b) Even though it may seem more expensive at the time, it can be seen as an investment.

(1) For example, after buying the Keurig, a 16 pack of Starbucks House Blend Coffee Keurig Pods at Kohls costs 15 dollars, which means that 1 cup of coffee equals about 93 cents no matter the size.

B. However, some may argue that making their drinks at home are not convenient.

a) Even though understandable, that is not true.

(1) Making coffee at home is more convenient then going to a store like Starbucks.

(a) For example, if you use a Keurig, you can have coffee made in less than 5 minutes.

(b) However, at Starbucks, not only do you have to walk and/or drive to the location, but you also have to wait in line, order, and wait for your order which can take up to 15 to 20 minutes.

(c) I once waited 45 minutes in a Starbucks line, when I could have made the drink at home much quicker and easier. Don't be like me.

VI. Another alternative includes buying your coffee from a small business.

A. Buying for a small business such as House of Black-Coffee Company or Cuppa Cuppa Coffee Company, both located in San Diego county, can be cheaper and help the community, like discussed earlier.

- VII.* A final alternative could be avoiding coffee altogether.
- A. When going to Starbucks many go for coffee.
    - 1. The caffeine within coffee is considered a type of addiction and would be better if avoided.
  - B. Instead, drink other options.
    - 1. For example, drink more water since everyone needs an average of 64 oz a day.
      - a) Can add flavoring packets to make the water taste like Lemonade, Peach tea, Green tea and many more flavors.
    - 2. Another option includes drinking juices or healthy smoothies.

**Review Thesis** In conclusion, one should avoid Starbucks because it is expensive, unhealthy and negatively affects the community.

**Review Main Points:** In this speech we have talked about the problems that Starbucks can have, as addressed above, and solutions to overcome these problems.

**Finish with a Clincher:** Don't let this addiction ruin your life! Don't ruin your luck, avoid Starbucks!

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