Sample of a Persuasive Speech Using Monroe’s Motivated Sequence

Why Everyone Should Own a Dog

Attention/Introduction

Attention Getter  Did you know that certain academic institutions are using pet therapy as a way to help students de-stress and cope with depression and anxiety? In fact, Miami University keeps dogs on call during midterms and finals when these feelings are at a high on campus.

Thesis Statement  Today I will be discussing how dogs can improve your health, can make excellent companions and make any day better, and different ways you can buy or adopt a dog.

Reason to Listen  You should listen and take to heart my message because there are benefits backed by science to support dog ownership.

Speaker Credibility  I am a credible source on dog ownership because I have helped raise two of my own dogs, have looked after both of my sisters dogs many times, and have researched and seen firsthand the benefits of having a dog as a companion.

Preview of Points

I. Health Needs of Dog Ownership (Need I)
II. Loneliness and Companionship Needs (Need II)
III. How Dogs Can Encourage Good Health and Improve Life (Satisfaction I)
IV. Why Dogs Are Excellent Friends and Companions (Satisfaction II)
V. Visualize a Bad Day and How a Dog Can Make It Better (Visualization)
VI. How You Can Buy or Adopt a Dog (Call to Action)

Signpost/Transition: First, I will be discussing some of the reasons why I think many Americans need a furry companion in their lives.

Body

I. Many Americans suffer from high stress, high blood pressure, and other negative health effects.
   A. An estimated 75% of Americans feel the effects of stress at at least one point throughout the day (American Psychological Association).
      1. Stress is incredibly common among most workers, especially Americans.
      2. Stress can lead to many negative health effects including high blood pressure, anxiety, and depression.
B. People without pets have been shown to be at higher risk for health issues such as high blood pressure.
   1. Studies have shown that people who do not receive support, emotional or physical, after a stressful event are more likely to experience high blood pressure.
C. Many Americans, such as chemotherapy patients, veterans dealing with post-traumatic stress disorder, and physical therapy patients regaining fine motor skills have a need for a dog in their life.
   1. Chemotherapy patients, veterans, and physical therapy patients need emotional support when dealing with the conditions affecting them.
      a) This need can be satisfied naturally by the way dogs act.

**Signpost/Transition:** Another reason people need dogs in their life is because they are great for dealing with loneliness and aid in social interaction.

II. Many Americans cope with loneliness, social anxiety, and abandonment issues.

A. Anyone who feels lonely needs a friend.
   1. A dog is an excellent and loyal companion.
   2. Everyone has felt lonely at some point in their lives, but no matter what is happening, a dog will always be there for you.
B. Dogs can help with social isolation and anxiety.
   1. Taking your dog for a walk is a good way to meet other people.
      a) Having a dog is an instant conversation starter.
   2. By getting out of the house more often, being social with others will become easier and easier every day.
C. Having a dog can help people learn to trust again.
   1. Many people deal with abandonment issues from friends or parents not being there for them.
      a) Because dogs are so loyal, a healthy relationship can be built with your pet and help those with these issues to trust again.

**Signpost/Transition:** Now that we have discussed the many needs for a furry companion as a pet, let’s discuss how dogs can satisfy these needs and actually improve your health.

III. Dogs are good for your heart, keep you active, and help ease stress.

A. Having a dog can actually lower your risk of cardiovascular disease (American Heart Association).
   1. This is due to a combination of both unseen psychological effects and physical effects from exercising with your dog.
B. Dogs keep us active by interacting with them and especially walking them.
   1. People are much more inclined to get out and exercise if they have a dog with them to help motivate them.
a) In fact, a study showed that dog owners are 34% more likely to get the daily recommended amount of exercise.

C. Dogs naturally lower stress levels in humans.
   1. As mentioned, certain colleges such as Miami University keep dogs on call during midterms and finals to help students de-stress.
   2. Some companies are allowing employees to bring dogs to work as a low cost wellness bonus and stress reducer.

Signpost/Transition: Dogs are not only beneficial for psychological and physical health, but also make excellent friends and companions.

IV. Dogs are incredibly loyal animals that can satisfy anyone’s need for a friend and can be incredibly effective as service dogs for veterans, the blind, and people who need a connection.
   A. Dogs are instinctively loyal to their owners and humans who treat them well.
      1. I have seen firsthand how strong a bond can be between a dog and its owner.
         a) When I was young, I would always come home to my dog waiting for me on the couch by the window.
         b) This was especially nice when I had a bad day because dogs can sense emotion and mine would instantly want to cheer me up.
   B. Veterans, the blind, and people with mental health issues can benefit greatly by a relationship with a dog.
      1. Service dogs can help veterans return to civilian life and help ease emotion when they sense their owner feeling down.
      2. Without a seeing eye dog, it is very difficult for a blind person to navigate around.
      3. Dogs have been shown to ease feelings of depression, anxiety, and other mental health concerns among those with mental health issues (Mayo Clinic).

Signpost/Transition: Now that I’ve demonstrated the emotional and physical needs for a dog and how they can satisfy them, let’s visualize how a dog could improve your daily life.

V. Imagine that you are having a terrible day: you just got fired, just got dumped, got a D on a paper you thought you got an A on, etc.
   A. You’re feeling very down until you get home and you see your adorable furry animal waiting for you, tail wagging and a huge smile on its loving face.
   B. You feel slightly better seeing how excited your dog is to see you, but it’s not enough to flip your mood completely.
   C. You sit on the couch feeling down, and sensing your emotions, your dog jumps up with you to see what’s wrong.
D. Not getting its usual belly rub and customary “Good boy,” your dog realizes you’re not your usual self. What happens next is the reason that everyone should own a dog.

E. Your dog gets in your face and begins licking you and doing everything it can to make its owner feel better, because dogs care about their owner more than anything in the world.

F. Looking at your furry companion and realizing that no matter what happens in the outside world, your best friend will always be there for you, you eventually cope with the feelings you were dealing with that day.

G. All thanks to your dog and how much you mean to each other, both dog and owner make each other happy despite what happened throughout the day.

H. This incredible bond is the reason everyone should have a dog in their life.

I. I personally have had this exact experience so many times with my dog, and I would not trade the emotional comfort my dog has brought me for anything in the world.

**Signpost/Transition:** With all the incredible benefits a dog can bring, let’s discuss how you can buy or adopt one of these loving animals.

VI. Buying or adopting a dog is very easy, but you must be ready for the responsibility.

A. Bringing a dog into your life is a big commitment, but one whose positive effects far outweigh the negatives.
   1. Dogs require a lot of care but what they give you in return is one of the best experiences in the world.

B. You can buy a dog very easily.
   1. There is a store called Pups & Pets in Santee with an excellent selection of dogs.
      a) 50 Town Centre Parkway, Santee, CA, 92071
      b) They are open from 10AM-7PM daily.
      c) (619) 562-0036

C. However, I recommend that people adopt rather than buy a dog.
   1. I adopted my childhood dog from the pound and it was one of the best decisions my family has ever made. She was an amazing and caring dog.
   2. The San Diego Humane Society is a wonderful place to adopt and they can help you with vaccinations, understanding the responsibility, and taking care of your dog.
      a) 5500 Gaines St, San Diego, CA, 92110
      b) They are open from 9AM-6PM daily.
      c) (619) 299-7012

**Signpost/Transition:** Dogs are incredible animals, are relatively easy to buy or adopt, and bring positive effects both seen and unseen to their owners.
Conclusion

Review Thesis: Today I discussed why many people could use a dog in their life, why they make great companions, and different ways you can buy or adopt a canine friend.

Review Main Points: I went over the health needs of dog ownership, companionship and psychological needs, how dogs can encourage good health and make excellent companions, how dogs can make a bad day better, and how you can buy or adopt a dog.

Finish with a Clincher: With all the positive benefits of owning a dog and the incredible bond that you will form with yours, I hope I have convinced at least one person to consider bringing a dog into their lives.

Works Cited

"Pet Ownership and Cardiovascular Risk." American Heart Association, 2013, circ.ahajournals.org/content/early/2013/05/09/CIR.0b013e31829201e1.
