

APSU Writing Center
Informative Speech

What is an Informative Speech?

An informative speech educates an audience using facts and evidence to establish credibility.

- It does not persuade, give opinions, or take a position on the topic.
- It can include definitions, explanations, descriptions, visuals or demonstrations.

How to Choose a Topic

Use the basic questions: Who, What, When, Where, Why.

- **Who**
 - **Examples:** Who is your audience? Who should be interested in your topic?
- **What**
 - **Examples:** What topics interest you? What topics interest your audience? What can you research?
- **When**
 - **Examples:** When will you be presenting? When should you cover a niche topic versus a detailed topic?
- **Where**
 - **Examples:** Where will you be speaking? Where will you have access to tools or resources? Where can your audience apply this information?
- **Why**
 - **Examples:** Why are you speaking about this topic? Why should your audience care about this topic?

Informative Speech Topic Examples

- The benefits of time in nature
- Pros and cons of remote work
- How to be more confident
- How to start a business

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Informative Speech Outline

Introduction

Thesis Statement: (Summarize your main point or lesson in one sentence)

Attention Getter: (Hook your audience with a story, question, fact, or quote)

Audience Relevance: (Explain why this topic matters to them)

Credibility: (Explain why you are knowledgeable about this topic)

Preview of Main Points: (Briefly outline the 2–4 main points you will discuss)

Body Main Point 1 (repeat steps as necessary)

Explanation/Definition: (Explain the concept or fact)

Evidence/Examples: (Provide statistics, visuals, anecdotes, or demonstrations)

Transition to Next Main Point

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Body Main Point 2 (repeat steps as necessary)

Explanation/Definition: (Explain the concept or fact)

Evidence/Examples: (Provide statistics, visuals, anecdotes, or demonstrations)

Transition to Next Main Point

Body Main Point 3 (repeat steps as necessary)

Explanation/Definition: (Explain the concept or fact)

Evidence/Examples: (Provide statistics, visuals, anecdotes, or demonstrations)

Transition to Next Main Point

Conclusion

Review Main Points: (Briefly recap the key information)

Reinforce Thesis: (Remind the audience of the overall purpose)

Closing Statement: (End with a memorable thought or call to action)



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References

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