

## Supporting Your Ideas

One of the ways to have maximum impact on your audience is to bolster your argument through strong support. There are myriad ways to accomplish this goal.

### **Types of Supporting Materials**

- Examples
  - Can be brief
  - Can be extended
  - Can be hypothetical
  - Use examples to clarify and reinforce your ideas
  - Examples should personalize your ideas
  - Examples should be descriptive and rich
- Statistics
  - Must be from reliable sources
  - Use them to quantify ideas
  - Explain the statistics you use
  - Use them sparingly
  - Complicated statistics should be rounded off (e.g. 238,855 rounds to 239,000)
- Testimony
  - Can be from an expert
  - Can be from a peer with personal experience
  - Should be from qualified sources
  - Quote or paraphrase accurately
  - Identify the people whose testimony you use
  - Use testimony from unbiased sources