

Monroe's Motivated Sequence Outline

INTRODUCTION

ATTENTION STEP

- I. Opening Statement of Interest
 - A. Get Attention
 - B. Reason(s) to Listen
 - C. Speaker Credibility
 - D. Thesis Statement/Orienting Material
 - E. Preview of Main Points

Transition (between intro and body): Again remember this is a full sentence outline; therefore, your transition should be a full sentence.

BODY

NEED STEP

- II. Statement of Need
 - A. Illustration
 - B. Ramifications
 - 1.
 - 2.
 - C. Pointing

Transition: Between Need and Satisfaction

SATISFACTION STEP

- III. Statement of Solution
 - A. Explanation of Solution
 - B. Theoretical Demonstration
 - 1.
 - 2.
 - C. Practical Experience
 - D. Meeting Objections
 - 1.
 - 2.

Transition: Between Satisfaction and Visualization

VISUALIZATION STEP

- IV. Restatement of Proposed Solution
 - A. Negative Visualization
 - B. Positive Visualization

Transition: Between Visualization and Call to Action

CONCLUSION

ACTION STEP

- V. Restatement and Summary
 - A. Statement of Specific Action or Attitude Change
 - B. Statement of Personal Interest
 - C. Reason to Remember

WORKS CITED: You must have **sources**, and you must **cite your sources** within your speech.