

Monroe's Motivated Sequence

Introduction

- I. Attention-Getter – grab the audience's interest ASAP
- II. Topic Introduction – what's the subject matter?
- III. Connection with Audience – why is it important for the audience to listen to this subject matter?
- IV. Preview
 - A. The Need
 - B. The Satisfaction
 - C. The Visualization
 - D. The Call to Action

Body

- I. The Need
 - A. The size of the problem.
 - 1.
 - 2.
 - B. Who it affects.
 - 1.
 - 2.
 - C. Cause of the problem.
- II. The Satisfaction
 - I. How well will the solution solve the problem?
 - 1.
 - 2.
 - II. How long will it last?
 - 1.
 - 2.
 - III. How often will it need to be used?
 1. How often to use?
 2. How often to use?
 - IV. How well will it affect your audience's quality of life?
 - 1.
 - 2.
 - V. How much will it cost you and your audience to do this?
 - 1.
 - 2.