



PERSUASIVE SPEECH

MONROE'S MOTIVEATED SEQUENCE



- Attention Step
- Need Step
- Satisfaction Step
- Visualization Step
- Action Step

Attention Step

- Wake up
- This is important
- Get this
- Ethos ~ credibility
- Internal Preview
 - DO NOT STATE YOUR SOLUTION HERE

Need Step

- What is the problem in the current system
- What is bad in the status quo
- What needs to be fixed
- The bulk of your sources go here

Satisfaction Step

- This is your solution to the problem in the need step
- Refutation to possible arguments

Visualization Step

- What the world looks like pre-solution
- What the world would look like post plan
- The Imagine Step

Action Step

- Internal Summary
- So What
- Clean up
- Call to action