

MONROE'S MOTIVATED SEQUENCE

Step 1: Attention

- ◆ Spark audience interest
- ◆ Get your audience to sit up and take notice

Step 2: Need

- ◆ Present the problem
- ◆ Make the audience feel a need for change
- ◆ Use strong supporting materials

Step 3: Satisfaction

- ◆ Provide a solution to the problem
- ◆ Thoroughly explain your plan
- ◆ Incorporate examples

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Step 4: Visualization

- ◆ Provide visual evidence
- ◆ Describe the implications of your solution
- ◆ Get your audience to agree with you

Step 5: Action

- ◆ Get the audience involved & committed
- ◆ Tell them exactly what to do & how to do it
- ◆ Conclude with emotional appeal & reinforcement