**Outline Worksheet for Persuasive Speech Using Monroe’s Motivated Sequence**

**Title:**

**Speaker:**

**Specific Purpose:**

**Central Idea:**

1. **Attention Step**
2. Opening statement of interest/Attention Getter
3. Speaker credibility
4. Reasons to listen
5. **Need Step – Can combine a few steps if needed.**
6. Statement of need: Explain nature of problem
7. Illustration: Give relevant detailed example
8. Ramifications: Show with statistics or expert testimony extent of problem
9. Pointing:
10. Demonstrate how and why this is important to each member of the audience
11. Explain impact this problem has for each individual
12. **Satisfaction Step – Can combine a few steps if needed.**
13. Statement of solution: Briefly state the value, attitude, belief or action you want audience to take
14. Explanation of solutions: Make your proposal comprehensible
15. Theoretical demonstration: Show logical connection between need and solution
16. Practical experience: Use facts, figures and testimony that your proposal has worked effectively or that proves your value, attitude, or belief to be true
17. Meeting Objections: Here you play the devil’s advocate and overcome any objections your listener may have.
18. **Visualization Step – Choose ONE only!**
19. Positive visualization:
20. Describe future conditions when plan is put into action.
21. Put audience into a realistic scenario, enjoying what your solution has provided.
22. Negative visualization: Have listeners picture themselves in an unpleasant situation because they did not put your solution, value, attitude or belief into effect.
23. Contrast negative/positive: Compare both visions.
24. **Action Step – Choose ONE only!**
25. Statement of specific action or attitude change
26. Statement of personal interest
27. Call to action that ends with an impact

**References (MLA or APA Style Required):**