

MONROE'S MOTIVATED SEQUENCE

Use this chart to make certain that your persuasive argument fulfills all the requirements of Monroe's Motivated Sequence.

REQUIREMENT	YOUR ARGUMENTS
Step I: Getting the Attention of the Audience <ul style="list-style-type: none">◆ Arouse the listeners' interest in the topic◆ Focus the listeners' attention on the message	
Step II: Showing the Need <ul style="list-style-type: none">◆ Explain what is wrong with the status quo◆ Clarify the problem(s) via examples◆ Show the relevance and salience of the need◆ Relate the problem directly to the listeners	
Step III: Satisfying the Need <ul style="list-style-type: none">◆ State the proposed changes from the status quo◆ Explain the mechanics of your solution◆ Show how the solution solves the problem◆ Show that the solution is workable◆ Answer any objections to the solution	
Step IV: Visualizing the Results <ul style="list-style-type: none">◆ Describe future benefits if the solution is adopted◆ Describe potential consequences if plan is not adopted◆ Describe both positive and negative projections	
Step V: Requesting Action or Approval <ul style="list-style-type: none">◆ Describe specific actions for listeners to take◆ Ask for commitment from the listeners	