Formal Outline Worksheet for Monroe’s Motivated Sequence

[This is a worksheet to help you develop your outline. Do not submit this as your outline! Not all of the questions need to be answered, and you don’t need this number of specific subpoints. They are simply provided to assist you.]

Name:

Speech Title:

Specific Purpose: At the end of my speech, my audience will be persuaded to …[do what solution] by…[taking what action]

Thesis Statement: (Proposition of Policy)

Audience Analysis: Which of the 5 types and why?

[ (1) Apathetic, Undecided, or Uninformed; (2) Uninterested; (3) Moderately Favorable; (4) Highly Favorable; (5) Mildly to Moderately Opposed]

I. Attention Step
Firmly position the problem in the audience’s minds. Use a vivid attention-getting device. You need to make the audience understand the significance of the problem.

A. Create a vivid attention-getter (this sets the theme and mood of your speech)
B. Let the audience know why it is important to them and to you
C. Express your central idea or thesis

II. Need Step
Describe the problem thoroughly. Provide examples. Establish common ground – reiterate why this problem is important to you and to them.

A. Define the problem
B. Relationship of problem to the audience
C. Illustration the problem with example or story

III. Satisfaction Step
This is what you intend your audience to do (implied action). Describe your proposed solution. Provide examples. Explain to the audience why this is a viable solution to the problem. However, don’t overwhelm your audience.

A. Discuss possible solution(s)
B. Possible disadvantages if appropriate
C. Show why solution(s) will work
D. Show how it will work

IV. Visualization Step
Make the audience “see” or “experience” what it would be like to do the solution. What can they expect? How have you benefited? What are the rewards?

A. Outcome of this solution on the problem
B. Rewards and benefits to audience
C. Illustrate long term impact (if appropriate)

V. Action Step
This is the conclusion of your speech. What is the specific action that you want this audience to do now? Remember, there is an implied action (the Satisfaction) and the immediate action (this step). Should they make a phone call? Visit a Web site? Take a brochure? It must be a specific, measurable action the audience can do now. If the audience has to “guess” what you want them to do… they won’t do it!

A. Step(s) the audience can do, now!
B. Carry through the theme referring to the attention getter in step I
C. Give strong incentive for audience's action steps
D. Dynamic closing to move audience to action