

The Persuasive Outline

by

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Monroe's Motivated Sequence

- I. Attention Step
- II. Need Step
- III. Solution Step
- IV. Visualization Step
- V. Action Step

I. The Attention Step

- **A. Attention Getter:** Gain the attention of your audience using devices you have learned in class.
- **B. Reason to Listen:** Make it clear to your audience that your topic hold significance for them.
- **C. Speaker Credibility:** Establish your right to speak on the topic.

The Attention Step Continued

- **D. Thesis and Preview:** Provide a thesis statement and a summary of the remaining 4 steps
- *1. Need* – I will explain the devastating consequences
- *2. Solution* – I will offer one of the most reasonable solutions
- *3. Visualization* – I will help you visualize what might happen if action is not taken soon.
- *4. Action* – Finally I will tell you how you can help.

II. The Need Step

- **A. Statement of Need:** Offer a statement pointing out what is wrong with present conditions. Answer the question, “Why is change needed?”
- **B. Factual Illustration:** Tell a true story that illustrates the need identified in the statement of need.

The Need Step Continued

- **C. Ramifications:** Show the widespread implications that demand that the need be met. Use facts, statistics, examples, quotations, specific instances, expert testimony – to make the need convincing.
- **D. Pointing:** Direct the importance of the need specifically to the members of your audience.
- *(Transition)* Move audience from the need step to the solution step.

III. The Solution Step

- **A. Statement of Solution:** State the change in belief, attitude, value or behavior that you want your audience to make.
- **B. Explanation of Solution:** Explain how your solution can be accomplished via specific steps.

Solution Step Continued

- **C. Theoretical Demonstration:** Offer specific points that show how your solution logically satisfies the need as it is presented in the need step.
- **D. Practical Experience:** The solution is practical
 - The solution was tried and is working elsewhere
 - -The belief has been proven to be correct
 - -Analogy – if your solution has never been tried before – compare your solution to a similar, effective solution

Solution Step Continued

- **E. Meeting Objections:** Consider Your Opposition
- Identify the primary objections to your solution.
- Counter these objections with information, facts, statistics, etc.
- (*Transition*) Move the audience from the solution step to the visualization step.

IV. Visualization Step

- **A. Negative Visualization:** Describe in vivid language what will happen if your solution is not carried out. Make your audience *feel* the bad effects.
- **B. Positive Visualization:** Describe in vivid language what will happen if your solution is carried out. Make your audience *feel* the good effects.

V. The Action Step

- **A. Summarize and restate main points.**
- **B. Statement of Action:** Tell your audience specifically what you want them to do.
- **C. Statement of Personal Interest:** Why do you care about this topic? What have you done?
- **D. Reason to Remember:** Tie back to attention getter, leave a reason to remember.