

Elements of Monroe's Motivated Sequence



1. Attention

Capture the audience by making a startling or curious statement, asking a rhetorical question, or providing an anecdote. Check out our Introductions QuickTips for more



2. Need

Describe the problem that needs to be solved. State your evidence clearly. Relate your topic to the audience to help them realize the magnitude of the need.



3. Satisfaction

Provide a solution that will satisfy the need for change. Think ahead—what will your audience question about your solution? Show that your plan is the best plan!



4. Visualization

Use vivid imagery to show how the solution will benefit the audience or to show the consequences of not implementing the provided solution.



5. Action

Urge your audience to take **immediate** action! Explicitly tell your audience what to do: donate to the cause, contact your representative, get involved with a charity.

Do you have questions? Visit the PCC!



To Schedule your Appointment,

Visit our website:

<http://towson.edu/pcc>

or

Email us at pcc@towson.edu