

Persasive Speech Outline Notes

Importance of Motivation

- A speaker must craft a speech that motivates people to _____.
- In order to get people to _____, they have to be motivated to change.
- Motivating people to change their minds or behaviors is based on two assumptions:
 1. All people have _____ –people can be persuaded by claims to satisfy their needs.
 2. People don't change without a _____ to, they have to feel that they have a personal need that can be met before they consider changing their ways.

Monroe's Motivated Sequence

- **Monroe's Motivated Sequence:** a technique of _____ persuasive speeches that seek immediate action
- The sequence leads the audience step-by-step to desired action.
- The five steps are:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____



Attention

- Show the _____ of the topic and draws attention to the need.
- Makes the audience members decide that they want to _____.
- Ways to get attention:
 - Making a startling statement
 - Gain curiosity or suspense
 - Ask a question
 - Tell a dramatic story

- Use a visual aid

Problem

- Show there is a serious problem with an existing situation.
- _____ that the problem is significant and won't go away by itself.

Prove There is a Problem

- Telling the audience about the problem is not enough you need to _____ there is a problem. This is where you use your evidence.
- You need to make the audience _____ a need for change.
- By the end of the step, listeners should be so concerned about the problem that they are ready to hear your _____.

Solution

- Provide a solution to the problem.
- Present a plan and show how it will _____.
- Be sure to offer enough _____ about the plan to given listeners a clear understanding of it.
- Address _____, so you don't seem one-sided .

Visualization

- Intensify the audience's desire for it by visualizing its _____.
- Use vivid imagery to show your listeners how they will benefit from your solution.
- Show them how _____ the outcome would be if they picked your solution or show them how _____ the outcome would be if they don't--- or both.
- Appeal to _____, be visual and detailed-paint a picture.

Action

- Once the audience is _____ your solution is beneficial, you are ready to call for action.
- Say exactly what you want the audience to do and _____ to do it.

THE MOTIVATED SEQUENCE

