Motivated sequence

The ability to persuade an audience to accept your message is the key to any successful presentation. Persuasion on the stage, however, is a difficult task for many and nerves can get in the way. Because of this, careful attention to the message's construction becomes very important.

The motivated sequence (Monroe, 1935) is a time-tested framework to help facilitate this. The purpose of the motivated sequence is to create a need in your audience, and shine a light on the pathway that can help satisfy that need. This is the most efficient route to audience endorsement.

GET ATTENTION	What about your topic will grab your audience's attention?	
INSTILL A NEED	State a need your audience has (even if they don't know it).	
	Illustrate that need with explicit examples.	
	Elaborate on the need so it starts to bother your audience.	
	Demonstrate how the need affects the audience.	
SATISFY THE NEED	Propose what your audience can do to feel better about this need.	
	Explain the details of your proposal.	
	Show how your proposal addresses the need.	
	Illustrate how this proposal has worked before.	
VISUALIZE	Help your audience really see what things could look like if they act.	
DEMAND ACTION	Challenge or appeal to your audience to take action.	
	Summarize your proposal.	
	Outline the steps to achieve your proposal.	

