

Name _____

Date _____

EXERCISE 2.3D

Persuasive Speech Worksheet—Monroe's Motivated Sequence

TITLE: _____

Specific Purpose: _____

Introduction: _____

I. Attention Step: Attention getting Opening/create interest:

II. Reason your audience would be interested in this speech:

III. Establish your credibility:

IV. Thesis statement/what do you want them to do as a result of your speech?

A. Main Point 1: _____

B. Main Point 2: _____

C. Main Point 3: _____

Transition to the body of the speech: _____

Body

I. Main Point (need step/need for change):

A. First reason there is a need for change:

B. Second reason there is a need for change:

Transition:

II. Main Point (satisfaction step; solution to problem):

A. Define solution to problem:

B. More detail on what solution is:

Transition:

III. Main Point (visualization step; audience can see themselves in action):

A. Exactly what can *they* do? Examples of what they can do:

B. More on what they can do (if needed):

Transition to conclusion:

Conclusion/Call to Action Step:

I. Restate thesis (summarize each main point below):

A. Main Point 1: _____

B. Main Point 2: _____

C. Main Point 3: _____

II. Call to action (memorable finish):
