

Persuasive Exercise: Skeleton Outline Format (Monroe's Motivated Sequence)

iScanner iPhone App

www.iscannerapp.net

Topic:

Purpose:

Specific Purpose Statement:

Central Idea/Thesis:

Attention Step

- I. Attention Getter
- II. Credibility Statement
- III. Topic Justification
- IV. Preview

Transition:

Problem/Need Step

- I. Statement of the problem/the need
- II. Illustration of the need
- III. Extent and seriousness of the need
- IV. Audience involvement ("pointing")

Transition:

Solution/Satisfaction Step

- I. Evaluation of proposed alternative solution.
- II. Statement of my solution.
- III. Explain the solution
- IV. Illustrate/demonstrate the effectiveness of the solution.
- V. Refutation - Follow steps of refutation here.
 1. Clearly state the argument to be refuted.
 2. State your objection concisely.
 3. Present reasoning and evidence to support your claim.
 4. Explain clearly that you have refuted the argument.

Transition:

Visualization Step

- I. Negative visualization
- II. Positive visualization

Transition:

Action Step

- I. Tell audience exactly what you want them to do.
- II. Strong closing statement