

Sample Speech Outline C – Monroe’s Motivated Sequence

Topic:

Specific Purpose:

Thesis Statement:

Introduction

- a) Attention Material (focus on problem):
- b) Tie to Audience (relevancy)
- c) Credibility Statement
- d) Thesis & Preview

Transition

Body

- I. Main pt. #1—NEED
 - A. Statement of Need for Action
 - a. Description of Problem
 - b. Signs, symptoms or effects of Problem
 - c. Example, Narrative and Testimony
 - B. Importance of Problem
 - a. Extent of problem
 - b. Facts/Statistics
 - c. Expert Testimony
 - C. Who is Affected
 - a. Facts/Stats
 - b. Example Narrative

Transition

- II. Main pt. #2---SATISFACTION through Solution
 - A. Description of Solution
 - c. How solution satisfies need
 - d. How solution can be implemented
 - a. Plan of Action
 - b. Steps of Plan

Transition

- III. Main Pt. #3---VISUALIZATION
 - A. Describe Results of Action
 - B. Describe Consequence of Inaction

Transition

Conclusion – CALL TO ACTION

- a) Signal Ending
- b) Summary
- c) Tie To Audience (relevancy)
- d) Call to Action through concluding remarks