Monroe’s Motivated Sequence Speech Outline

**Name:**

**Topic:**

**General Purpose:** To persuade

**Specific Purpose:** (This should be a single statement that combines your general purpose, your audience, and your objective.)

**Thesis:** (This should be a concise sentence or two summarizing and/or previewing what you will be talking about during your speech.)

# I. **INTRODUCTION**

1. **Attention-Getter (Attention):** (Your speech starts here. Hook your audience with an interesting story, quote, anecdote, statistic, etc.)
2. **Credibility Statement:** (Introduce yourself and briefly state why you are credible to speak on your topic.)
3. **Relevance to Audience:** (Let your audience know how this topic is relevant to them.)
4. **Thesis and Preview of Main Points:** (Give your audience a road map to your speech by introducing the main idea/goal of your speech and previewing your main points. This should be a concise sentence or two summarizing and/or previewing what you will be talking about during your speech.)

**Transition:** (Move smoothly from one portion of your speech to the next. Most transitions are a brief recap of what you just talked about and a preview of what you are going to talk about next.)

# II. BODY

1. **Main Point I (Need):** (Introduce a relevant problem/need for change to your audience.)
2. **Subpoint:** (Expand on the problem and help your audience understand why they should care. Subpoints are a great place to tie in supporting material, such as research, but make sure to cite your sources.)
3. **Subpoint:**

**Transition:**

1. **Main Point II (Satisfaction):** (Offer a practical and concise solution that satisfies the need you just described.)
2. **Subpoint:** (Expand on the solution.)
3. **Subpoint:**

**Transition:**

1. **Main Point III (Visualization):** (Use verbal imagery to help your audience visualize positive outcomes if the problem is solved and/or negative outcomes if the problem is not solved.)
2. **Subpoint:** (Expand on the visualization to provide a vivid mental picture.)
3. **Subpoint:**

**Transition:**

# III. CONCLUSION

1. **Thesis and Summary of Main Points:** (Summarize what you spoke about. This will mirror your Thesis and Preview of Main Points from the Introduction.)
2. **Audience Response Statement (Action):** (Call your audience to action so they will help solve the problem presented. Specific calls to action are the most effective.)
3. **Wow Statement:** (Unless you want to end with your call to action, end your speech with a powerful final statement. Do not end with “thank you.”)

**References**

**Quick Tips: APA Style (7th Edition)**

* Your reference page should be titled **References** (centered and bolded).
* All entries are double-spaced, Times New Roman, and 12-point font (not bolded).
* Entries are formatted with a hanging indent. Do not center or number your entries.
* Entries should be alphabetized.
* Each entry should have one or more corresponding in-text citations within the body of the outline. APA uses an author/date style of in-text citation.
* Citations of direct quotes require the addition of the page number (for sources with page numbers, for example, p. 57) or paragraph number (for sources without page numbers, for example, para. 3); summaries or paraphrases of information do not require a page or paragraph number.
* For additional information on APA style, visit the [APA website](https://apastyle.apa.org/) (select the APA Style tab) or the [Purdue Online Writing Lab](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/index.html).

**Reference Page Entry Example (Book):**

Lastname, F. M. (Year of Publication). *Title of work: Capital letter also for subtitle*. Publisher Name. DOI (if available)

Burnett, B., & Evans, D. (2016). *Designing your life: How to build a well-lived, joyful life*. Alfred A. Knopf.

**Reference Page Entry Example (Webpage):**

Lastname, F. M. (Year, Month Day). *Title of page*. Site Name. URL

Brietta, A. (2023, January 20). *Conquer stage fright with these public speaking tips*. Rio Salado College. <https://www.riosalado.edu/news/2023/conquer-stage-fright-these-public-speaking-tips>

**In-Text Citation Examples (Book):**

**Direct quote:** “Design thinking can help you build your way forward from wherever you are, regardless of the life design problem you are facing” (Burnett & Evans, 2016, p. 3).

**Paraphrase:** Design thinking is an effective device for problem solving (Burnett & Evans, 2016).