

Name: \_\_\_\_\_

Speech Length: \_\_\_min \_\_\_ sec

Topic/claim:\_\_\_\_\_

## **PERSUASIVE SPEECH – Monroe’s Motivated Sequence**

### I. Attention step (introduction)

- \_\_\_ Attention
- \_\_\_ Related to audience
- \_\_\_ Credibility established
- \_\_\_ Previewed

### II. Need step

- \_\_\_ Problem demonstrated
- \_\_\_ Ramifications given
- \_\_\_ Use of sufficient support
- \_\_\_ Pointing to audience need

### III. Satisfaction step

- \_\_\_ Solution described
- \_\_\_ Solution explained
- \_\_\_ Need and solution logically connected
- \_\_\_ Practicality of solution
- \_\_\_ Objections met

### VI. Visualization step

- \_\_\_ Hypothetical positive results
- \_\_\_ Hypothetical negatives if not implemented
- \_\_\_ Contrast

### V. Action step

- \_\_\_ Summarized
- \_\_\_ Called for response
- \_\_\_ Stated personal intention
- \_\_\_ Ended with impact

### *Nonverbal Delivery*

Walked *confidently* up to front & did not start speech while walking

Finished speech before walking & walked confidently back to seat

Good posture (no leaning)

Good use of floor space (and didn't pace)

Gestures enhanced speech (rather than detracted from it)

Did NOT play with note cards!

Good eye contact w/ entire audience

Good vocal variety/enthusiasm/energy

Good rate and effective use of pauses

Good articulation

Good volume