Monroe's Motivated Sequence

NelsonNotes

Project: _____

Name: _____

Monroe's Motivated Sequence is a brief, clear strategy for persuasion that has been used since the 1930's, when Alan Monroe of Purdue University, created these steps for students who needed to communicate more effectively. This technique is still used in education, sales, and marketing today.

1 Attention

- Introduce the MAIN IDEA or PROBLEM.
- Establish credibility early.
- Be brief and considerate.
- Engage your audience immediately with a brief anecdote, a startling quote, an interesting question, or a relevant quote.

2 Need

- EXPLAIN the problem and implications for the problem with brief details.
- Clearly identify the PROBLEM.
- Establish what the customer needs, wants, or can't live without.
- Answer the question, "What does my audience really need or want?"

3 Satisfaction

- Articulate a helpful SOLUTION.
- Show how your solution meets the need and where possible, tie your response into the attention hook and need/problem.
- Give the audience a solution that works for them.

4 Visualization

- SHOW how your solution meets the audience's need with an idea that helps your audience picture how this would work in their own experience.
- Create lucid imagery with words or pictures to demonstrate your idea.

5 Action

- CALL TO ACTION.
- Create a NEXT STEP so the audience knows what to DO!
- For a website: this is a button to *sign up* or *register*.
- For a sales call: this is the on-ramp to purchasing.
- For a student or business team: this is the action step or final steps to complete the project.

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Monroe's Motivated Sequence Worksheet

1 **ATTENTION**

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2 **NEED**

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3 **SATISFACTION**

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4 **VISUALIZATION**

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5 **ACTION**

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