Replace the red text in the outline template below. Create a thesis and main points for a presentation that uses Monroe’s Motivated Sequence. Provide supporting evidence for the visualization step. You will also need to include an attention getter, clincher, and include supporting points (with citations) for the visualization step. Don’t forget to write out the citations for your supporting points the way you will say them, and to list the references you cite in the reference section at the end.

Example Student

SPCH 101 Section 100

General Purpose: To persuade

Specific Purpose: To persuade my audience to [what you want them to do].

Organizational style: Monroe’s Motivated Sequence

**Introduction**

**Attention Getter:** A single sentence that will get the audience’s attention (this is step 1 of Monroe’s Motivated Sequence).

**Relevance Statement:** Not needed for this activity.

**Credibility Statement:** Not needed for this activity.

**Thesis Statement:** A single sentence that makes a claim about what you want your audience to do. Something like “You should [whatever you want them to do].”

**Overview of the Main Points:** Not needed for this activity.

**Transition:** Not needed for this activity.

**Body**

**MP1:** A single sentence that shows there is a problem (AKA, the need… this is step 2 of Monroe’s Motivated Sequence

1. Not needed for this activity.
2. Not needed for this activity.

**Transition:** Not needed for this activity.

**MP2:** A single sentence that shows how what you want your audience to do solves the problem (AKA, the satisfaction… this is step 3 of Monroe’s Motivated Sequence).

1. Not needed for this activity.
2. Not needed for this activity.

**Transition:** Not needed for this activity.

**MP3:** A single sentence that shows the audience how their lives will personally be better after they do what you want them to do (AKA, the visualization… this is step 4 of Monroe’s Motivated Sequence).

1. A single sentence that is evidence to support the visualization. This sentence must include a citation.
2. A single sentence that is evidence to support the visualization. This sentence must include a citation. It needs to come from a different source than the first one.

**Transition:** Not needed for this activity.

**Conclusion**

**Review Main Points:** Not needed for this activity.

**Restated Thesis:** Restate your thesis from the introduction. You probably will need to tweak the tense.

**Clincher Connected with the Introduction:** A single sentence that tells the audience what they should do next. (AKA, the call to action… this is step 5 of Monroe’s Motivated Sequence). Be specific, and tell them all of the information they will need to do it. It should be something they can do today. Don’t use a call-to-action that starts with “So the next time...” **Every persuasive presentation must have a call-to-action to be effective. This is the most important part of a persuasive presentation, so don’t leave it out.**

**References**

[These example references are in APA 7th edition format, and reflect the most common kinds of variations in sources that students encounter. Do not leave these examples in when you submit.]

Author, A. B., & Author, C. (2020). This is an example journal article title. *Journal of Example Articles, 13*(5) 13-18. https://doi.org/10.123/4567890

Blogger, D. E. (2020, September 13). Blog post title. *Name of Blog.* https://www.blog.com/d-e-blogger/20091301-blog-post-title/

Contributor, F. (n.d.). *The title of an undated webpage.* Website Name.https://www.example.com/title-webpage/

Journalist, G. H. (1970, January 1). A news article about the unix epoch. *The Daily News Gazette,* A1, B3-B4.

Some Government Agency. (2020, November 4). *This webpage on a website was authored by an organization.* https://www.sga.gov/webpage-on-website/

Writer, J. K. L. (2019). *Some swanky book title: A subtitle for no reason.* Penguin Books.