



MONROE'S MOTIVATED SEQUENCE SPEECH TEMPLATE

Title:

Topic:

General Purpose: "To Inform", "To Persuade", "To Entertain", etc ... as assigned

Specific Purpose: A single statement that combines your general purpose, your audience, and your intended outcome (the outcome or behavior you want your audience to experience or adopt after hearing your speech).

Thesis: A single, concise sentence summarizing and/or previewing what you will be talking about during your speech.

I. INTRODUCTION

- A. Attention-getter (**Attention**):
- B. Credibility material:
- C. Relevance to audience:
- D. Thesis and preview of main points:

Transition from introduction to body: (Transitions should be typed in italics).

II. BODY

- A. Body main point I (**Need**)
 - 1. First sub point
 - 2. Second sub point

Transition from first main point (need) to second main point (satisfaction):

- B. Body main point II (**Satisfaction**)
 - 1. First sub point
 - 2. Second sub point

Transition from second main point (satisfaction) to third main point (visualization):



C. Body main point III (**Visualization**)

1. First sub point
2. Second sub point

Transition from body to conclusion:

III. CONCLUSION

- A. Thesis and summary of main points:
- B. Audience response statement (**Action**):
- C. Wow statement:



References

BOOK EXAMPLE (This heading not included on reference page):

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle.* Location: Publisher.

JOURNAL EXAMPLE (This heading not included on reference page):

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical, volume number* (issue number), page. <http://dx.doi.org/xx.xxx/yyyy>

WEBSITE EXAMPLE (This heading not included on reference page):

Author, A. A., & Author, B. B. (Date of publication). *Title of document.* Retrieved from <http://Web address>

Quick Tips: How to Construct Your Reference Page

- Center title "References" [without quotation marks]
- All entries are double-spaced
- First line of each entry is flushed left; additional lines are indented with five spaces
(hanging indent)
- References should be alphabetized by the last names of the authors or editors
- Include all author's names
- The date of publication should be placed in parentheses immediately following the last
author's name
- Times New Roman/12 point font

For additional resources on APA Citations, visit Purdue Online Writing Lab:

<http://owl.english.purdue.edu/owl/resource/560/1/>