SPEECH TO PERSUADE.

1. Problem/Solution.
2. Monroe’s Motivated Sequence (next slide).
3. Indirect Proof.
4. Answering Objections.
5. Humor & Satire.
6. Reframing the Issue.
MONROE’S MOTIVATED SEQUENCE.

1. Attention
2. Need
3. Satisfaction
4. Visualization and Contrast
5. Action
The art of using words for persuasion.

“The faculty of discovering in every case the available means of persuasion.” Aristotle.