Motivated Sequence Pattern:

This sequence, attributed to Professor Alan H. Monroe, tends to impel the listener to move along with the speaker from one step to the next, from first awareness of a problem to taking a course of action. The listener is inclined to become arrested by the sequence of thought as one section flows on to the next. Presumably, the plan attains its psychological effect by paralleling listeners' patterns of response in dealing with problems. If the listener agrees with the speaker during presentation of the first and second steps, the listener will be moved to go with the speaker to the next step, and so firth. Thus its appeal is both logical and psychological.

1. **Attention**
    Handle this first step as you would an introduction. Stimulate interest and recognise a problem condition.
    The message to convey: 'Listen, I've got an important topic for you'.

2. **Need**
    Describe the problem, under main heads that have to do with dimensions of the problem (social, political, economic, etc), its extent, causes and effects, and so on.
    The message to convey: 'Here's the kind of problem that we have.'

3. **Satisfaction**
    Lay out a solution to the problem, perhaps after you have examined and dismissed several possible solutions.
    The message to convey: 'We could do it a number of ways, but this is the best way to meet the problem'.

4. **Visualisation**
    Envision results of your chosen solution. See it in effect, and/or visualize the consequences of not adopting it.
    The message to convey: 'This is what is will be like if the solution is adopted' and/or 'This is what it will be like if the solution in not adopted.'

5. **Action**
    Ask the listeners to take a certain course of action.
    Message to convey: 'Now, here is what we/you must do.'

NB: Ensure you have an adequate knowledge of your problem. Many persuasive speeches break down because the speaker really does not understand the problem under consideration. Study it thoroughly, and be sure to know the history, causes, effect, and relevant ramifications.