**Monroe’s Motivated Sequence[[1]](#footnote-1)**

**Step 1: Attention**

**Step 2: Problem/Need**

**Step 3: Solution/Satisfaction**

**Step 4: Visualization**

**Step 5: Call to Action**

1. * 1. *Monroe, A. H. (1943). Monroe's Principles of Speech (military edition). Chicago: Scott, Foresman.* [↑](#footnote-ref-1)