



# FRAMING YOUR MESSAGE

Want to motivate people to action? Practice using this adapted model of Monroe's Motivated Sequence.

1

highlight the  
**PROBLEM**

Connect to Audience's  
Needs, Problems, or Concerns

Provide Specific & Clear  
Solution to Address Concerns

2

provide a  
**SOLUTION**

What is your  
CORE MESSAGE?

4

identify a call to  
**ACTION**

Tell the Audience What Action  
They Can Take to Solve Problem

Help Audience Visualize the  
Benefits or Consequences

3

make it  
**VISUAL**

Source: Based on Alan H. Monroe's Motivated Sequence, 1930s