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

2. Provide a SOLUTION
   Provide Specific & Clear Solution to Address Concerns

3. Make it VISUAL
   Help Audience Visualize the Benefits or Consequences

4. Identify a call to ACTION
   Tell the Audience What Action They Can Take to Solve Problem

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