

## Speaking Off the Cuff... Answering Questions

### Suggested Outline (Monroe's Motivated Sequence)

1. Get **attention**
2. Describe the **problem, situation, or challenge**
3. Present your **solution**
4. **Visualize** their **future** when they adopt your solution
5. Call to **action**

### Example:

**Attention:** As you know, our city is dedicated to providing excellent library services.

**Problem/Situation:** Yearly, the city budget is challenged--even with local taxes--to continue to offer the same or better level of library service to our community. In addition, 30% of our visiting patrons live outside of the local area.

**Solution:** We want to reward our local patrons and to continue to offer library services to our out-of-town patrons. One solution, so as to reward those who live in our community, is to charge a nominal fee for library cards to patrons who live out of the city.

**Visualize Future:** If we continue to charge a library card fee to out-of-town patrons, then the people who live, work, and go to school in our community will continue to enjoy the free services provided by our library.

**Action:** Now that you know the situation, I hope you will continue to support the library in charging for out-of-town library cards.