**ATTENTION STEP**

I. Opening Statement of Interest

A. Reason (s) to Listen

B. Speaker Credibility

C. Thesis Statement

**NEED STEP**

II. Statement of Need

A. Illustration (Concrete)

B. Ramifications (Consequences if nothing is changed)

1.

2.

C. Pointing

**SATISFACTION STEP**

III. Statement of Solution

A. Explanation of Solution

B. Theoretical Demonstration

1.

2.

3.

C. Practical Experience

D. Meeting Objections

1.

2.

**VISUALIZATION STEP**

IV. Restatement of Proposed Solution

A. Negative Visualization

B. Positive Visualization

**ACTION STEP**

V. Restatement and Summary

A. Statement of Specific Action or Attitude Change

B. Statement of Personal Interest

C. Reason to Remember

**SOURCES:**

1.

2.

3.

4.

5.