

OPENING			The system's performance should not degrade just because I click around randomly	Test the hell out of the beast !!!	Happy customers
		SHARP	POINT OF VIEW	GENERAL ACTION STEP	BENEFIT
MAIN BODY	KEY POINT 1	Key Point 1	First subpoint 1	First subpoena 3	Third subpoena 3
		KEY POINT 1	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
	KEY POINT 2	Key Point 2	Second subpoint 1	Second subpoint 2	Second subpoint 3
		KEY POINT 2	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
	KEY POINT 3	Key Point 3	First subpoena 2	Third subpoena 2	Third subpoena 1
		KEY POINT 3	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
CLOSING		The system's performance should not degrade just because I click around randomly	Insist on a "clean" release ???	The future revenue stream is cared for, at the expense of the near-term stream	
		POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP