

OPENING				
	SHARP	POINT OF VIEW	GENERAL ACTION STEP	BENEFIT
	KEY POINT 1	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
MAIN BODY				
	KEY POINT 2	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
	KEY POINT 3	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
CLOSING	test			
	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP