

OPENING	Funny story with a sad ending	Let's shoot for the full Decker Digital Portal release.	Set a single release date, 10/1	Have a viable product to sell
	SHARP	POINT OF VIEW	GENERAL ACTION STEP	BENEFIT
	Key Point 1 Key Point 1 Key Point 1 Key Point 1 Key Point 1	First subpoint 3 First subpoint 3 First subpoint 3 First subpoint 3 Humor!!!!	Third subpoint 2 Third subpoint 2 Third subpoint 2	Subpoint 2 Subpoint 2 Subpoint 2 Subpoint 2 Subpoint 2
	KEY POINT 1	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
MAIN BODY	Key Point 2 Key Point 2 Key Point 2 Key Point 2 Key Point 2	Second subpoint 3 Second subpoint 3 Second subpoint 3 Second subpoint 3	Last of the subpoints	First subpoint 3 First subpoint 3 First subpoint 3 First subpoint 3 Humor!!!!
	KEY POINT 2	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
	Key Point 3 Key Point 3 Key Point 3 Key Point 3 Key Point 3 Key Point 3	Third Subpoint 1 Third Subpoint 1 Third Subpoint 1 Third Subpoint 1	Second Subpoint 1 Second Subpoint 1 Second Subpoint 1 Second Subpoint 1 Second S	Analogy Analogy
	KEY POINT 3	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
CLOSING	Let's shoot for the full Decker Digital Portal release.	Do 2 week sprints to fix bugs and address design flaws	Be able to build a good eLearning brand that creates BUZZ	The analogy that drives it home
	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP