Adapted from Beyond Bullet Points by Cliff Atkinson

Title and Byline	!				
Act I					
Setting	In what circumstances is this relevant?				
Role	To whom is this re	levant?			
Point A		How/Call to Action	Point B		
Problem or					
Irritation or		Illustration (Last thing first)	Donofit		
Chance or		Illustration (Last thing first)	Benefit		
Knowledge					
Act II					
Key Point (5 minutes)		Explanation (15 minutes)	Detail (45 minutes)		
ine production and the second			,		
Most importan	t noint				
Wiost important	t point				
Least important point					
Act III					
Point A		How	Point B		
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Restate PICK		Review illustration	Review benefit		
Restate FICK		Neview mustration	Neview Belletit		
Call to Action What should they do next?					
Call to Action What should they do next?					

Act I			
Setting			
Role			
Po	oint A	How/Call to Action	Point B
A - + 11			
Act II Key Point (5 minutes)		Funlanation (15 minutes)	Detail (45 minutes)
Key Poin	t (5 minutes)	Explanation (15 minutes)	Detail (45 minutes)
A - A 111			
Act III		How	Point P
Point A		How	Point B
Call to Action			