

Adapted from [Beyond Bullet Points by Cliff Atkinson](#)

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|---|---|----------------------------|
| Title and Byline | | |
| Act I | | |
| Setting | In what circumstances is this relevant? | |
| Role | To whom is this relevant? | |
| Point A | How/Call to Action | Point B |
| Problem or Irritation or Chance or Knowledge | Illustration (Last thing first) | Benefit |
| Act II | | |
| Key Point (5 minutes) | Explanation (15 minutes) | Detail (45 minutes) |
| Most important point | | |
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| Least important point | | |
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| Act III | | |
| Point A | How | Point B |
| Restate PICK | Review illustration | Review benefit |
| Call to Action | What should they do next? | |

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| Act I | | |
| Setting | | |
| Role | | |
| Point A | How/Call to Action | Point B |
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| Act II | | |
| Key Point (5 minutes) | Explanation (15 minutes) | Detail (45 minutes) |
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| Act III | | |
| Point A | How | Point B |
| | | |
| Call to Action | | |