Adapted from [Beyond Bullet Points by Cliff Atkinson](http://beyondbulletpoints.com/)

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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** |
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| **Call to Action** |  | | |