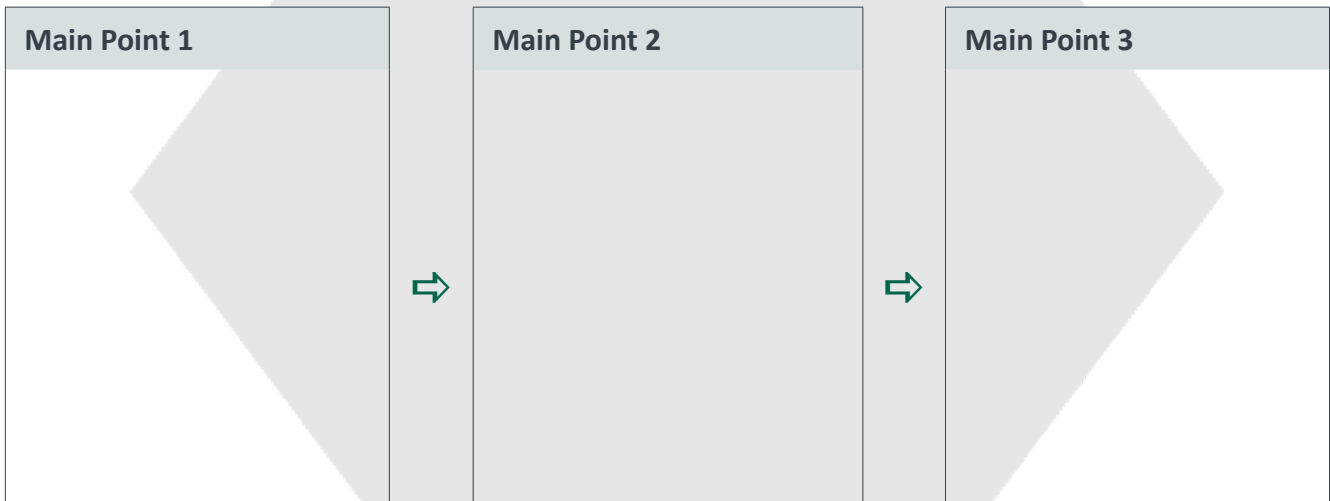


Structure Matters - A Lot

Open

BOTTOM LINE:
Why audience should CARE: <i>This is important because...</i>
What you want your audience to DO: <i>What I'd like you to do is...</i>
Agenda:

Body



Close

BOTTOM LINE:
CARE: <i>This is important because...</i>
DO: <i>Will you consider...</i>