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**BUILDING YOUR STORY**

**1) Central Theme**

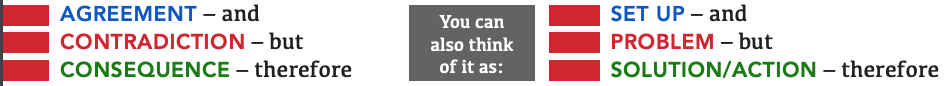
* **Nothing in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ makes sense, except in the light of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**
* **Look at your main topic, purpose, or guiding principles**

**2) Who is Your Hero?**

* **Describe your receiver, main character, colleague, or boss**

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**BUILDING THE A,B,T Structure**

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**3) Start with BUT: What’s the Problem (conflict, or what’s keeping your receiver from success within your department?)**

* **Keep it to a singular problem narrative**
* **Verbalize it first, then write it down, then re-write it.**

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**4) The Set-Up : AND**

* **The exposition, a laying out of a few facts—basically the setup of the story.**
* **Your receiver’s (hero) world before anything happens to change it**
* **Should address things such as:**
  + **Who they are?**
  + **What they want?**
  + **Why it’s important to them?**

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**5) The Resolution: THEREFORE**

* **“Therefore” is a synthesis word signaling a consequence or effect.**
* **It ties your goals together and promises to deliver a “resolution” to your audience (hero) for the BUT statement (problem) you just laid out.**
* **The positive consequence of utilizing your solution or services**
* **The second moment of transition back to the normal world order.**
* **If you don’t like “therefore”, substitute another adverb such as consequently, then, thus, so, as a result, etc..**

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**5) Puling it all together (Final Draft)**

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