

Topic:

Intention:

Audience/their care-about:

Type your notes directly into each box. To find out more about a specific step in the Blueprint process, let your cursor rest over each box for instructions.

ENTRANCE

Situation

Complication

Implication

Position

Opening Action

Benefit(s)

PREVIEW

Main Idea #1

..... Supporting Information & Color Spots

Main Idea #2

..... Supporting Information & Color Spots

Main Idea #3

..... Supporting Information & Color Spots

REVIEW

Position

Closing Action

Benefit(s)

EXIT

(Situation Complication Implication Position Action Benefit®)

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