

Building Your Thought Box

- 1 Topic

- 2 Audience (Intended decision maker(s) or influencer(s))

- 3 Create Action (You need to know what you want before you can ask someone to follow you)

- 4 Big Picture Questions that audience will have about your topic

- 5 Resistance / Motivation (what'll stop them? What will get them to do it?)

- 6 Name each box and fill in details and data to answer the questions your audience has

- 7 Bottom Line messages for each box (what's the most important idea here?)

- 8 Organize, order, and number your boxes for appropriate flow and continuity

- 9 Create Agenda based on your box order

- 10 Create a summary from your Bottom lines (that's right, word for word)
