		F
	#	Agenda Title 1
Title	Ιπ	Title 2
		Title 3
		Title 4
		Topic
		Audience
		Action
Bottom line		Audience Questions
		Audience Questions
· · · · · · · · · · · · · · · · · · ·	#	
Title	#	
		Resistance
		Motivation
Bottom line		Summary
		Bottom line 1
		Bottom line 2

Bottom line 3
Bottom line 4

#	Title
Botto	m line

#	Title		
Botto	m line		

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)