<u>Develop the Core Message</u>
Write down your initial message:

<u>Clarify</u>
Now add details by answering the following questions:

WHO?

WHAT?

WHERE?

WHEN?

HOW?

WHY?

<u>Identify What You Want</u>

Now write a few sentences that combine all these details into a concise message:

<u>Combine</u>

Now write a few sentences that combine all these details into a concise message: