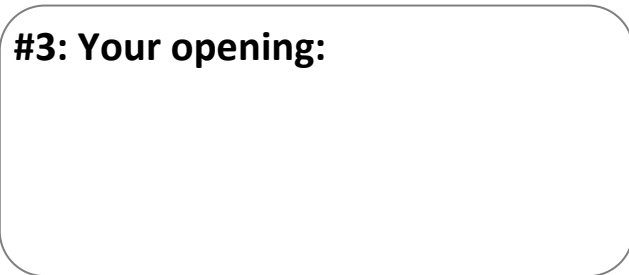


The Idea Map

#3: Your opening:



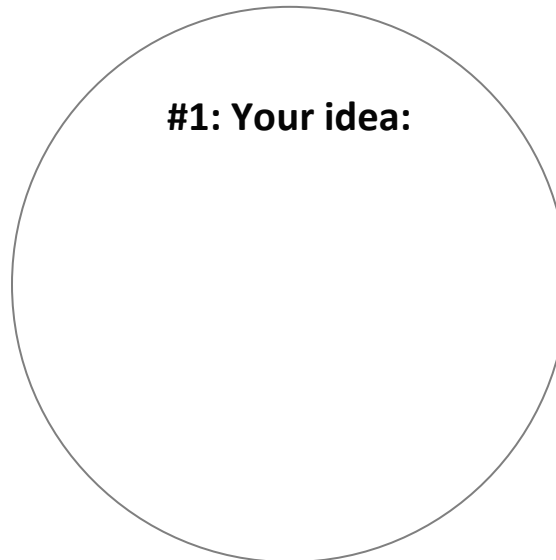
Your opening should intrigue us about your idea.

#4: Supporting Evidence:

Evidence, stories, facts, case studies, etc.
to back up and support your idea.



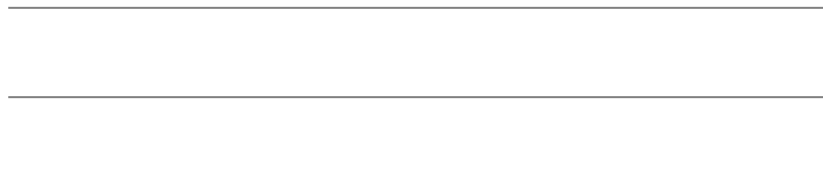
#1: Your idea:



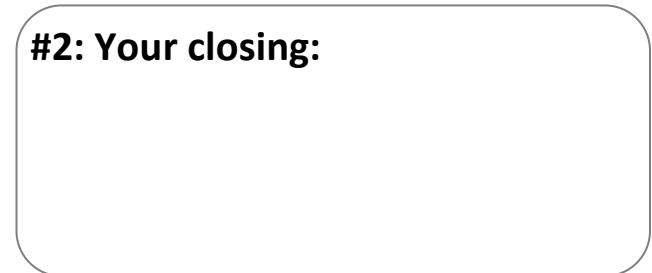
Your idea should be written
in an “actionable phrase” format.

#5: Catch Phrases:

Repeatable and memorable phrases make
it easier for your audience to talk about.



#2: Your closing:



Your close should be a call to action or shocking statement.