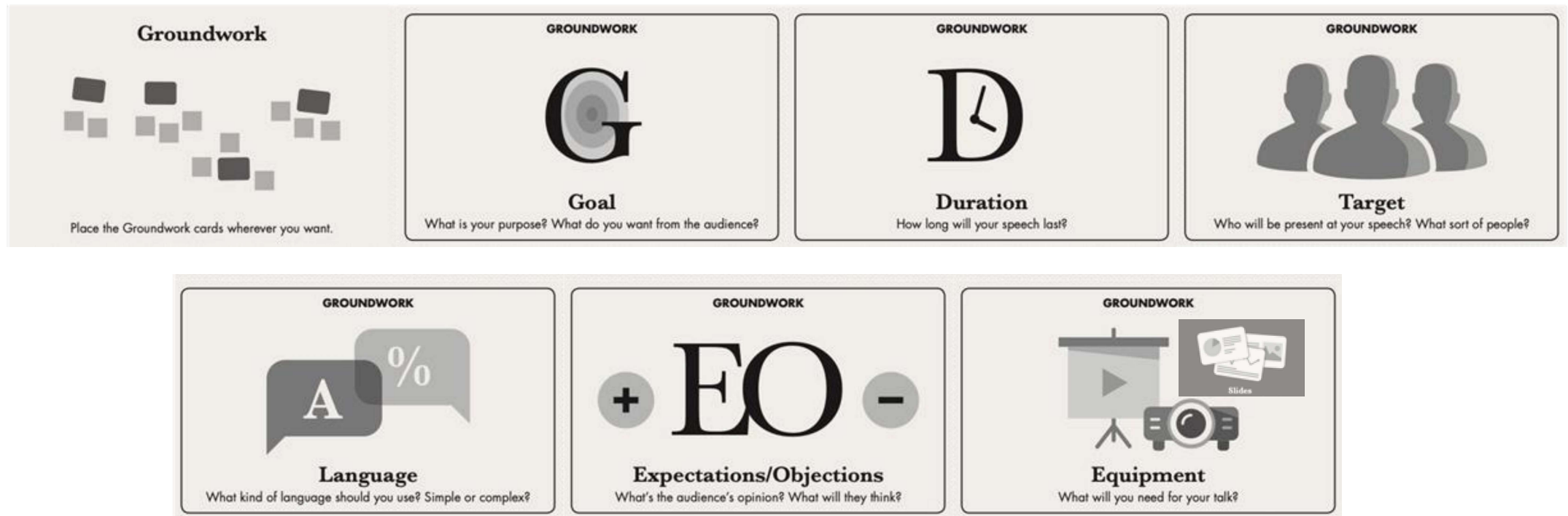



—
BEFORE:
Prepare, Prepare,
Prepare



Mapping & Structuring



DISPOSITIO 1



Intrigue

- Hook
- Credibility
- Relevance

DISPOSITIO 2



Introduction

- Promise
- Problem
- Solution


DISPOSITIO 3-a



Main Point #1

- Key Sentence
- Facts
- Transition

DISPOSITIO 3-b



Main Point #2

- Key Sentence
- Facts
- Transition

DISPOSITIO 3-c



Main Point #3

- Key Sentence
- Facts
- Transition

DISPOSITIO 4



Conclusion

- Recap
- Call to Action
- Benefit