

MANDEL Blueprint®

Topic:

Intention:

Audience/their care-about:

Type your notes directly into each box. To find out more about a specific step in the Blueprint process, let your cursor rest over each box for instructions.

ENTRANCE		
Situation	Complication	Implication

Position	Opening Action	Benefit(s)

(Situation Complication Implication Position Action Benefit®)

PREVIEW
Main Idea #1

..... Supporting Information & Color Spots▶

Main Idea #2

..... Supporting Information & Color Spots▶

Main Idea #3

..... Supporting Information & Color Spots▶

REVIEW

Position	Closing Action	Benefit(s)

Position	Closing Action	Benefit(s)