

# 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
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Position	Opening Action	Benefit(s)
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(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)
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**EXIT**