WHAT'S MY POINT? CONTENT DEVELOPMENT WORKSHEET

GOALS FOR MY REMARKS (DESTINATION):		
WHAT MY AUDIENCE IS THINKING (STARTING POINT):		
MY SIZZLE:		
MY FINALE:		

CONTENT DEVELOPMENT WORKSHEET

KEY MESSAGES/ ASSERTIONS	KEY MESSAGES/ ASSERTIONS	KEY MESSAGES/ ASSERTIONS
\triangle	\triangle	\triangle
EXAMPLES/EVIDENCE (PROOF)	EXAMPLES/EVIDENCE (PROOF)	EXAMPLES/EVIDENCE (PROOF)