**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**

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**Talking Point:**

- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**

- Detail:
- Detail:
- Detail:
- Example/Enhancer:

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**Talking Point:**

- Detail:
- Detail:
- Detail:
- Example/Enhancer: