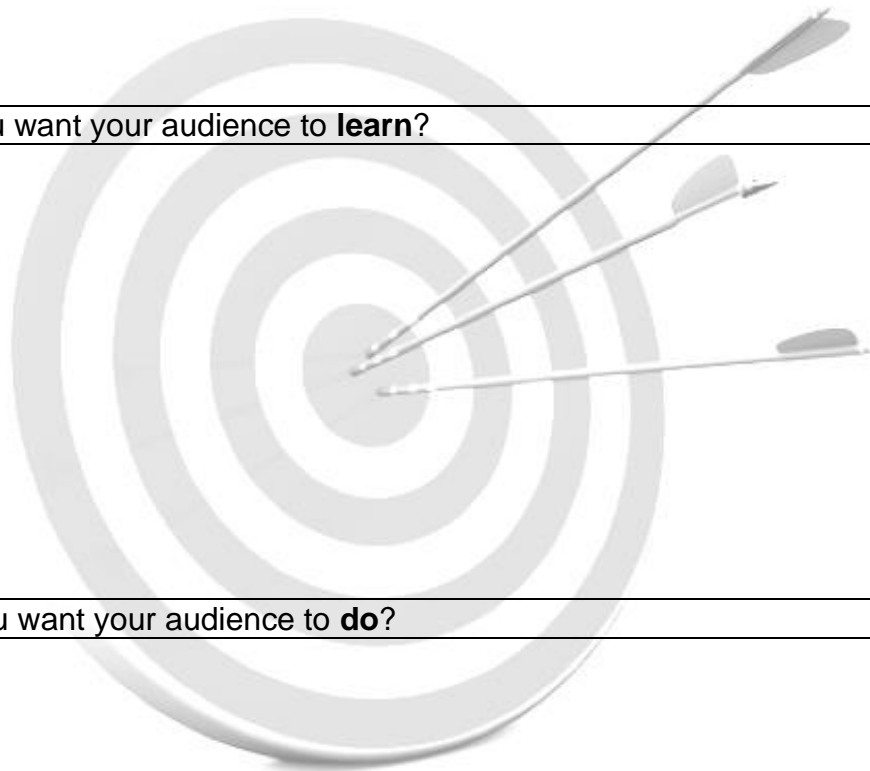


Start with Why

F – How do you want your audience to **feel**?

L – What do you want your audience to **learn**?

D – What do you want your audience to **do**?



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