

# Use a Narrative Structure

## Open

BOTTOM LINE:

Why audience should CARE: *This is important because...*

What you want your audience to DO: *What I'd like you to do is...*

Agenda:

## Body

**Main Point 1**

**Main Point 2**

**Main Point 3**



## Close

BOTTOM LINE:

CARE: *This is important because...*

DO: *Will you consider...*

*If you can't explain it simply, you don't understand it well enough.*

- Albert Einstein