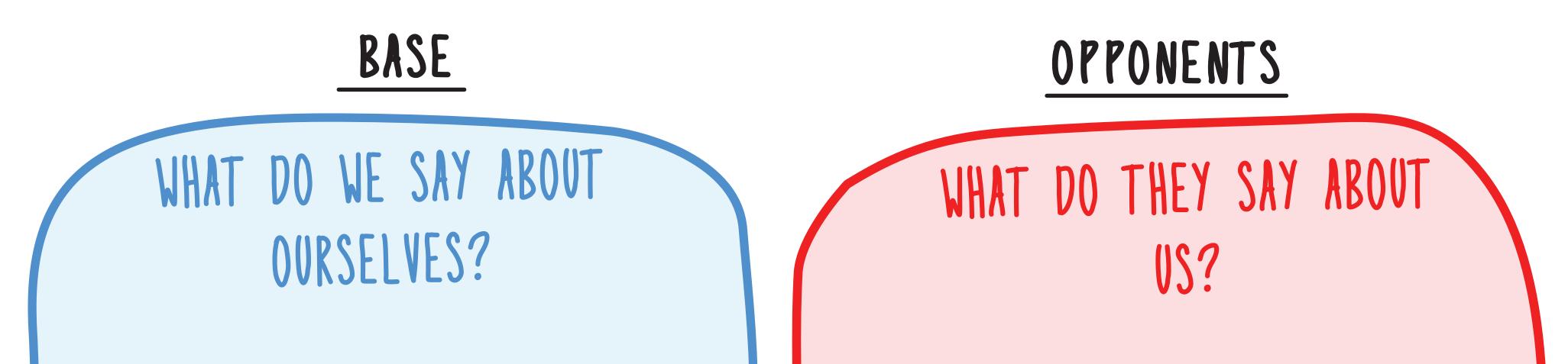
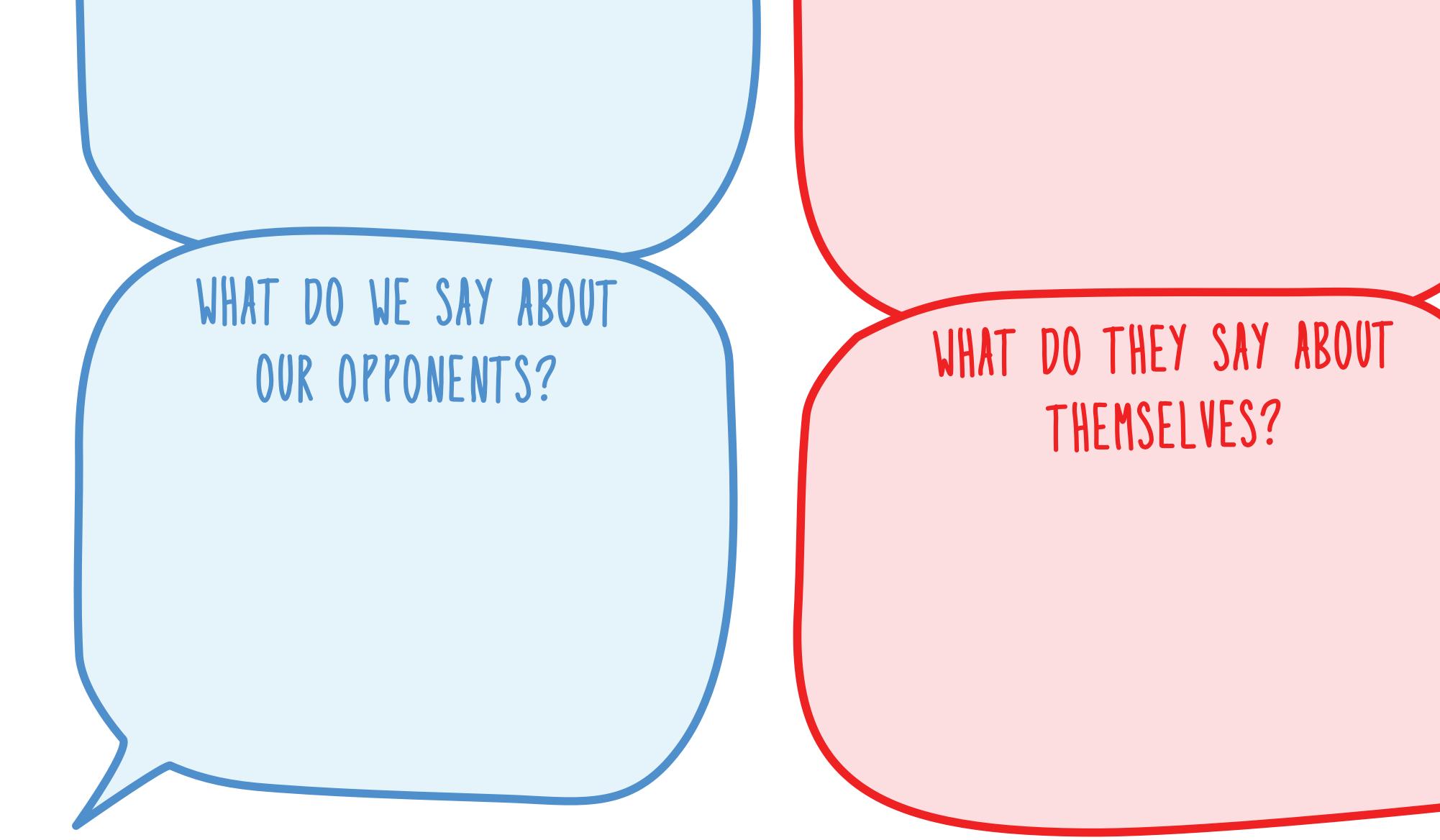


- FRAMING = WHAT'S THE PROBLEM?
  - WHAT'S THE SOLUTION?
  - WHO'S RESPONSIBLE?





## KNOW YOUR AUDIENCE

AUDIENCE	WHAT DO THEY NEED TO HEAR?	HOW DO THEY NEED TO HEAR IT?	WHO DO THEY NEED To hear it from?
YOUR BASE			
YOUR ALLIES			
YOUR TARGET			

