

YOUR BUSINESS STORY.....

<p><i>The Beginning:</i> Reason to Listen</p>	<p>You and Relate to People</p>	<p>Situation</p>
<p><i>The Middle:</i> Your Messages</p>	<p>Questions to ask the People</p>	<p>Problem</p>
<p><i>Desire:</i> The change benefits from your message</p>	<p>Opportunity</p>	<p>Effect of No Change</p>
<p><i>The Ending:</i> The summary of your key points</p>	<p>Action: Do This</p>	<p>Warn of Questions</p>
<p>Solution</p>	<p>Needs you can supply</p>	<p>Decision Required</p>

*Is your story interesting?
Will it be remembered?*