

Step 1. Pre-Brainstorming Form

Point B: Objective/Call to Action

What's your goal (Point B)? Your audience is currently at Point A. Through persuasion, they should move to Point B, which is your call to action.

Point A: _____

Point B: _____

Audience

Demographics & Profile: _____

Knowledge Level: _____

What's In It For You (WIIFY)? _____

External Factors

Say, your argument is "Why Pineapple Belongs on Pizza!" in front of Italians

Positive Influences (+): _____

Negative Influences (-): _____

Setting _____