

The Five Stages

1. Tease

The Climate

State or tease at the current marketing/cultural situation.

The Problem

What is the problem today for you, your competitors, & your customers with your product/ service?

The Solution

Why are you the solution? How are you making meaning or changing the world?

2. Unveil the Mystery

The Preview

What are your 3 main points or "golden nuggets?"

3. Inform & Ignite

Point #1

Main point with at least 3 supporting claims

Point #2

Main point with at least 3 supporting claims

Point #3

Main point with at least 3 supporting claims

4. Lockdown

The Review

Review your 3 points

5. Launch

Call to Action

Give a clear action step to encourage a future conversation