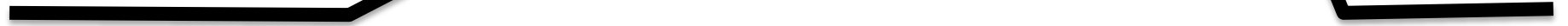


## Exposition

"Imagine you're..."

"Picture this..."



## rising action

Identifying the problem or issues that  
your product/service/idea resolves

## climax!

The pivotal moment  
when everything  
changes (e.g. your  
product/service/idea)

How your  
product/service/  
idea works

## falling action

## resolution

restating your  
thesis, your future  
plans, etc.

Dramatic Question!

