



Beyond Bullet Points: Using Microsoft® Office PowerPoint® 2007 to Create Presentations That Inform, Motivate, and Inspire

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APPENDIX C

Starting Your Point A and B Headlines

AS YOU write your Point A and B headlines in Act I of your story template, as shown in Figure C-1, left and right, you may find it helpful to review a range of phrases that provide the words you can use to start each headline.

Point A (What challenge do I face?)	Call to Action (How do I get from A → B?)	Point B (Where do I want to be?)

FIGURE C-1 The Point A cell, left, and the Point B cell, right, in Act I of the story template.

To use this table, which starts on the next page, look down the Point A column, and when you find a Point A phrase that matches the challenge faced by your audience, look across at the Point B column to see a corresponding Point B phrase. When you've found one of each, refer to Appendix D to fill in the space between Points A and B with a Call to Action statement.

POINT A (WHAT CHALLENGE DO I FACE?)	POINT B (WHERE DO I WANT TO BE?)
You're overwhelmed about <i>x</i>	You'd like to gain control
You're unclear about <i>x</i>	You'd like to be clear
You're uncertain about <i>x</i>	You'd like to be certain
You don't know what to do about <i>x</i>	You'd like to know what to do
People don't appreciate your value	You'd like people do appreciate what you do
You've got an unsolved problem with <i>x</i>	You'd like to solve the problem
Situation <i>x</i> is in disarray	You'd like to bring the situation into order
You don't suspect you have a problem with <i>x</i>	You'd like to know if there is a problem
Situation <i>x</i> is bad and getting worse	You'd like to turn things around before it's too late
Situation <i>x</i> is stagnating	You'd like to stir things up
There's a great new idea out there	You'd like to incorporate it into what you're doing now
There's a bad idea out there	You'd like to avoid it and stick with what you're doing
You're uncertain whether you should support <i>x</i>	You'd like to give your certain support
You don't know yet about <i>x</i>	You'd like to know about it
There is confusion about <i>x</i>	You'd like to clear up the confusion
There is ambiguity about <i>x</i>	You'd like clarity
You're feeling frustrated about <i>x</i>	You'd like to feel better about it
You feel like you're not earning enough	You'd like to improve your earnings
You're not sure if we're a good match	You'd like to know more so you can decide
You don't know us	You'd like to know us
You don't know how to begin <i>x</i>	You'd like to know how to begin
You don't know how you can help	You'd like to know how you can help
You're unclear how all the pieces fit together	You'd like to be clear how the pieces fit together
You're not sure where you should go	You'd like to know where to go

POINT A (WHAT CHALLENGE DO I FACE?)	POINT B (WHERE DO I WANT TO BE?)
You're unsure how we've been doing	You'd like to know how we've been doing
You're frustrated	You'd like to remove the frustration
The odds are against you	You'd like to find a way to beat the odds
You're dissatisfied with x	You'd like to be satisfied
You see a negative trend regarding x	You'd like to see a positive trend
Your numbers are down	You'd like to bring your numbers up
You face obstacles	You'd like to overcome the obstacles
You have several options	You'd like to choose the best option
You've been dealt a bad hand	You'd like to figure out how to win the game
You feel out of control	You'd like to gain control
You don't know how x happened	You'd like to know how x happened
You've heard one side of the story	You'd like to hear the other side of the story
You're concerned about x	You'd like to resolve your concern
You don't know what to do in a new situation	You'd like to know what to do
You don't know the topic	You'd like to know the topic
You're overwhelmed	You'd like to gain control
You see injustice	You'd like to find justice
The truth has been hidden	You'd like to reveal the truth
Something is irritating you	You'd like to remove the irritation