



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

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9780735623873
Publication Date: October 2007

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APPENDIX D

Starting your Call to Action Headlines

ONCE YOU have written your Point A and B headlines, you'll need a Call to Action headline to close the gap, as shown in Figure D-1, middle. As you consider what to write, 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 D-1 The Call to Action cell, middle, in Act I of the story template.

To use the table, which starts on the next page, look down the middle column to review words and phrases you can use to begin your Call to Action headline, and then look at the range of phrases in the right column to complete the headline. You'll find a range of Call to Action headline possibilities, including motifs you can continue to integrate through the rest of the story template. This is only a partial list to get you started—feel free to keep building the table with your own headlines.

Explanation	Understand Observe See	how this works the way this is structured the 3 components the 3 sections
Recommendation	Partner with Work with Hire Join Ask Make use of Tell Support	us our people our team our organization our network
	Approve Accept Permit Adopt Buy Support Facilitate Be assured of	the idea the efforts the proposal the budget the product the service the initiative
	Disapprove Reject Prevent Don't adopt Don't buy Don't support Question Doubt	the idea the efforts the proposal the budget the product the service the initiative
	Adjust Change Transform	your strategy your course your situation
	Share	your ideas responsibility the burden the risk
	Grow	more market share better relationships

The checklist motif	Check off	three items from the list three things you need to do
	Follow	three simple steps the formula ($A+B=C$; $1+2=3$)
	Do Think	three things
The journey motif	Follow	the three road signs the roadmap
	Look for Avoid	the three pitfalls the three dangers the three missed signals
	Discover Find Uncover	the three elements the hidden treasure the three secrets a new route what has been hidden from you
The game motif	Put together the puzzle Solve the puzzle	in three steps to reveal the big picture to discover what happened
	Score	a touchdown a goal a home run
	Win	a goal the game
	Watch	how the shell game was played how the house of cards was built how the hand is played how the cards were dealt
	Hit Aim for	the target the bull's eye

The project motif	Build	the structure in three steps the three parts of a strong foundation
	Tap into	three undiscovered wells three new opportunities
	Remove Avoid Overcome	the three barriers the three obstacles the three hurdles
	Build a bridge Cross the chasm	to get to the other side to get what you want
	Turn it around	in three stages in three steps
The story motif	Watch Follow Pay attention to	how the story unfolds motive + means = death the three parts of the story Act I, Act II, Act III
	Find Interpret Follow	the three clues