



When did the story happen? _____

Where were you? _____

Topic: _____

What Happened: _____

What does this story do for your reader?

1. Entertain
2. Inspire
3. Encourage
4. Lead them to understand the need for the item you are promoting/selling?

What is the one thing you want your reader to take away from this story or one action you want them to take? _____

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