

TITLE: _____ **CLIENT:** _____

THE HOOK: _____

THE PROBLEM: _____

THE ASK: _____

THE LEAD: _____

CIV 1: _____ **CIV 3:** _____

CIV 2: _____ **CIV 4:** _____

RIVALS: 1: _____ **2:** _____ **3:** _____ **4:** _____ **G:** _____

THE CLIFFHANGER: _____

THE DEVELOPMENT: _____

CLUE 2: _____

CLUE 3: _____

CLUE 4: _____

CLUE 5: _____

THE CLIMAX: _____

WRITE THE RESOLUTION ON THE BACK

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