Title and byline		
Act I: Set up the story from the audience's viewpoint (*"A to B, what's in it for me?"*)		
Setting *(Where am I?)*		
Role *(Who am I here?)*		
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?*)
Act II: Develop the action (*"1-2-3, show me only what I need to see"*)		
Key Point (*5 minutes*):	**Explanation** (*15 minutes*):	**Detail** (*45 minutes*):
Act III: Set up the resolution *(To be completed in the storyboard phase)*		

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