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| **State your message** (or Illustrative truth) Write out your illustrative truth at the top. See if you can’t rephrase this sentence better. Rewrite FIVE different versions of this illustrative truth (i.e. your thesis). Use this space to think about and adjust your message. | **State your audience** Write out as much as you can about your audience. Who they are? What they expect? What they need? What preconceptions they have? Profile your audience here. Try as best you can to target a specific audience. |

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| **State your purpose** Write down at the top what your main purpose is by communicating this particular message to this particular audience. Use this space to sketch down your thinking and adjustments about your purpose. | **Illustrative stories #1** List as many details as you recall about this story. Talk about the key aspects of this story that will work to illustrate and show your message. Use each page as a work space to think about and problem-solve how you will make this story work within your essay |

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| **Illustrative stories #2** List as many details as you recall about this story. Talk about the key aspects of this story that will work to illustrate and show your message. | **Illustrative stories #3** List as many details as you recall about this story. Talk about the key aspects of this story that will work to illustrate and show your message. |