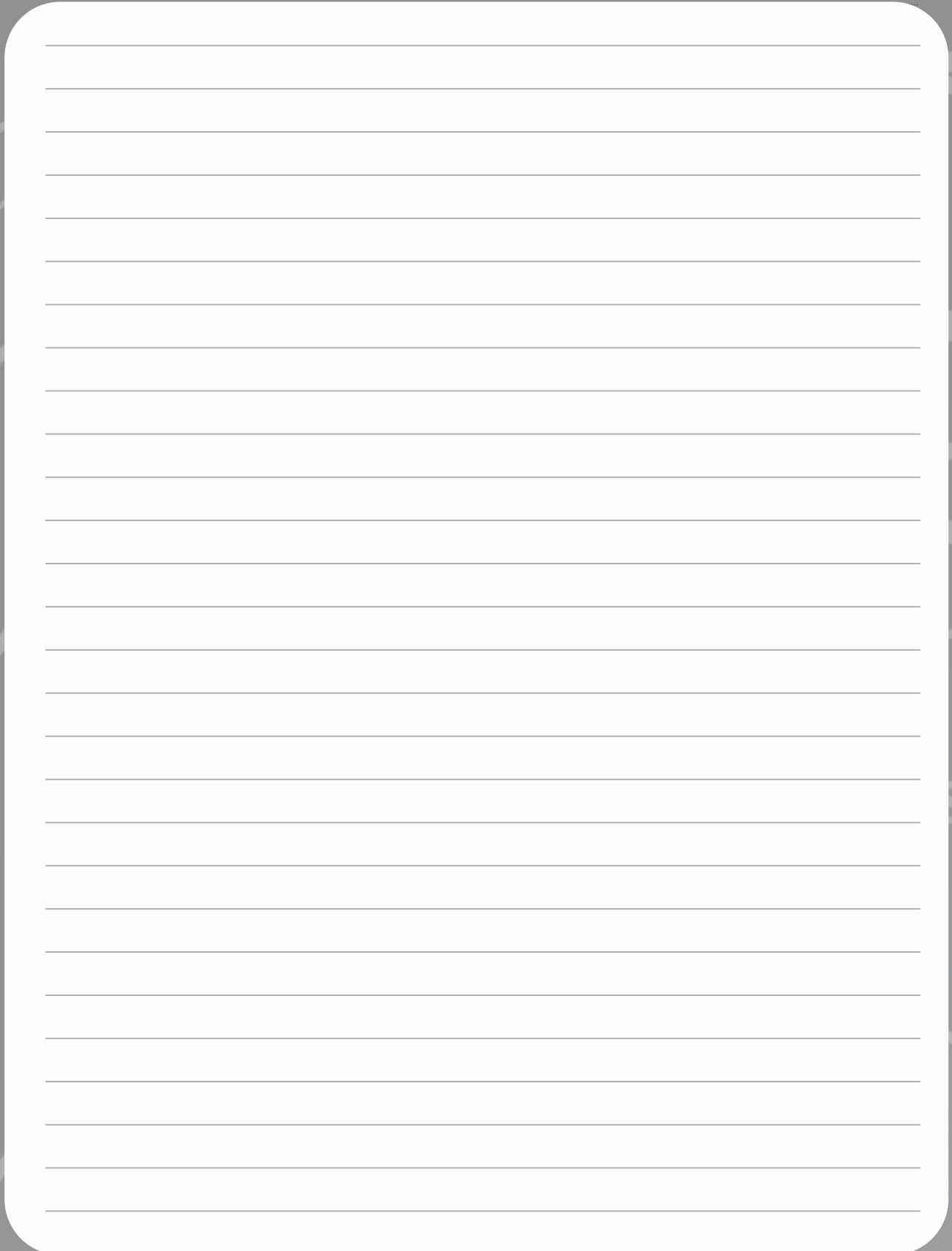


Adapted from 'New Sales. Simplified' by Mike Weinberg

[illegible][illegible]

DRAFT YOUR STORY

Assemble the best points from each section and
combine into 1 statement.



A large white rectangular box with rounded corners, containing horizontal lines for writing. The box is intended for the user to draft their story based on the instructions provided above.