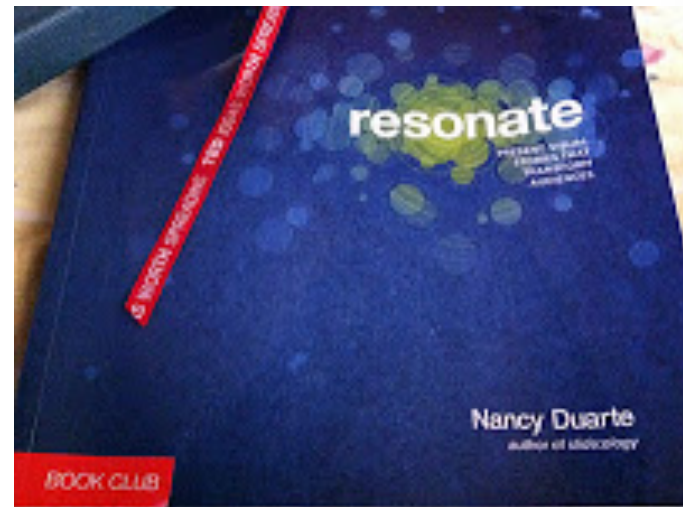
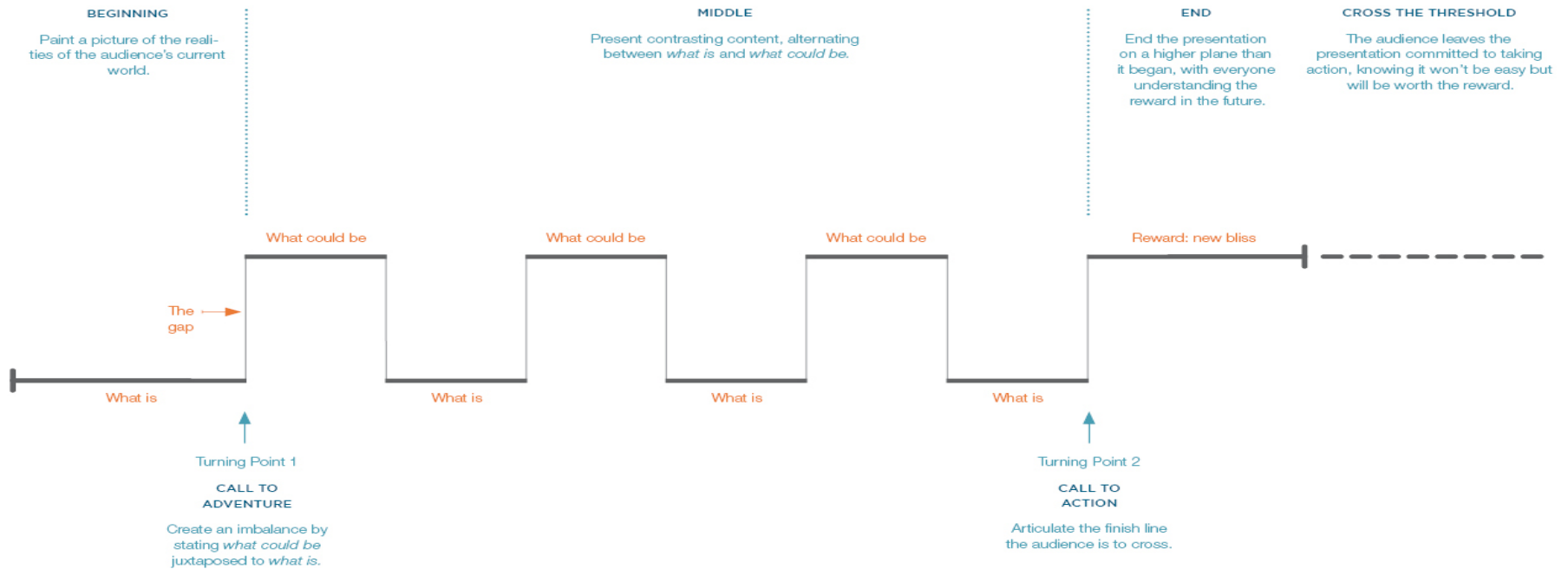


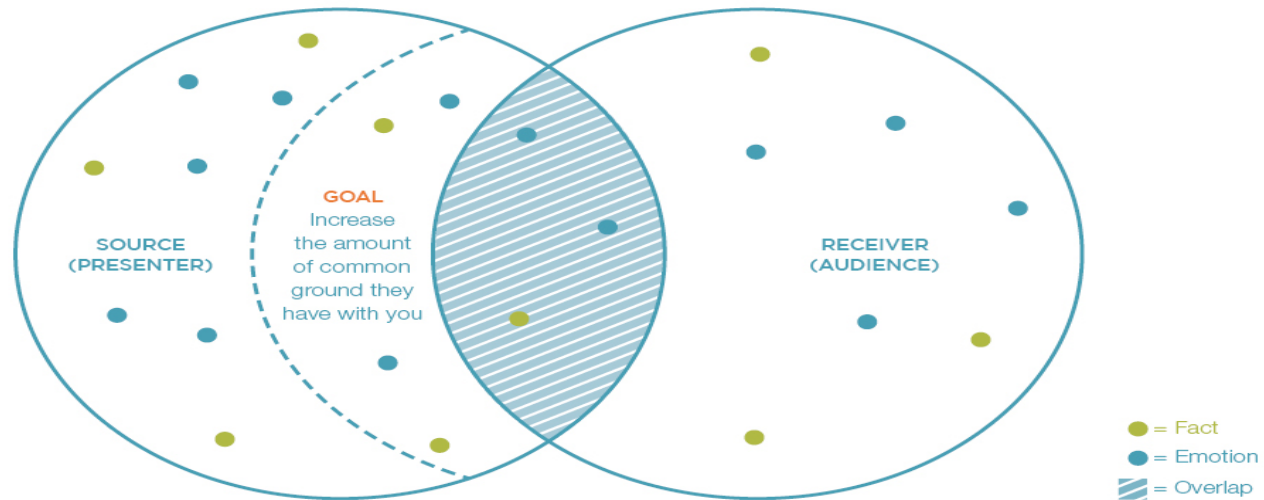
# Presentation Creation

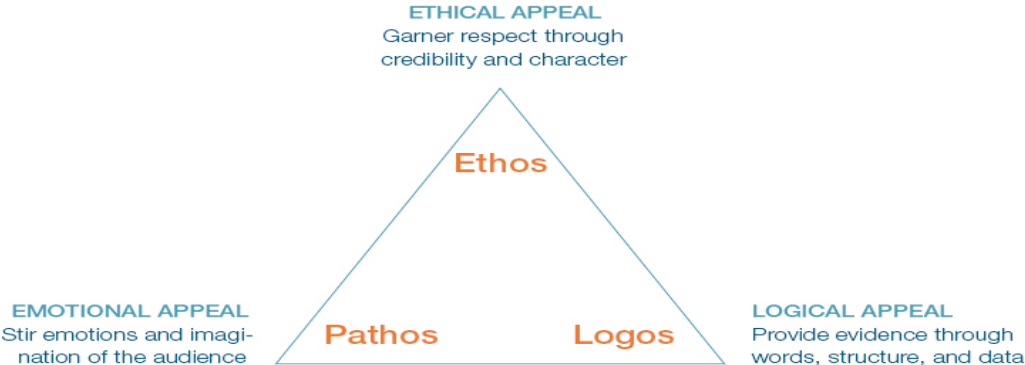
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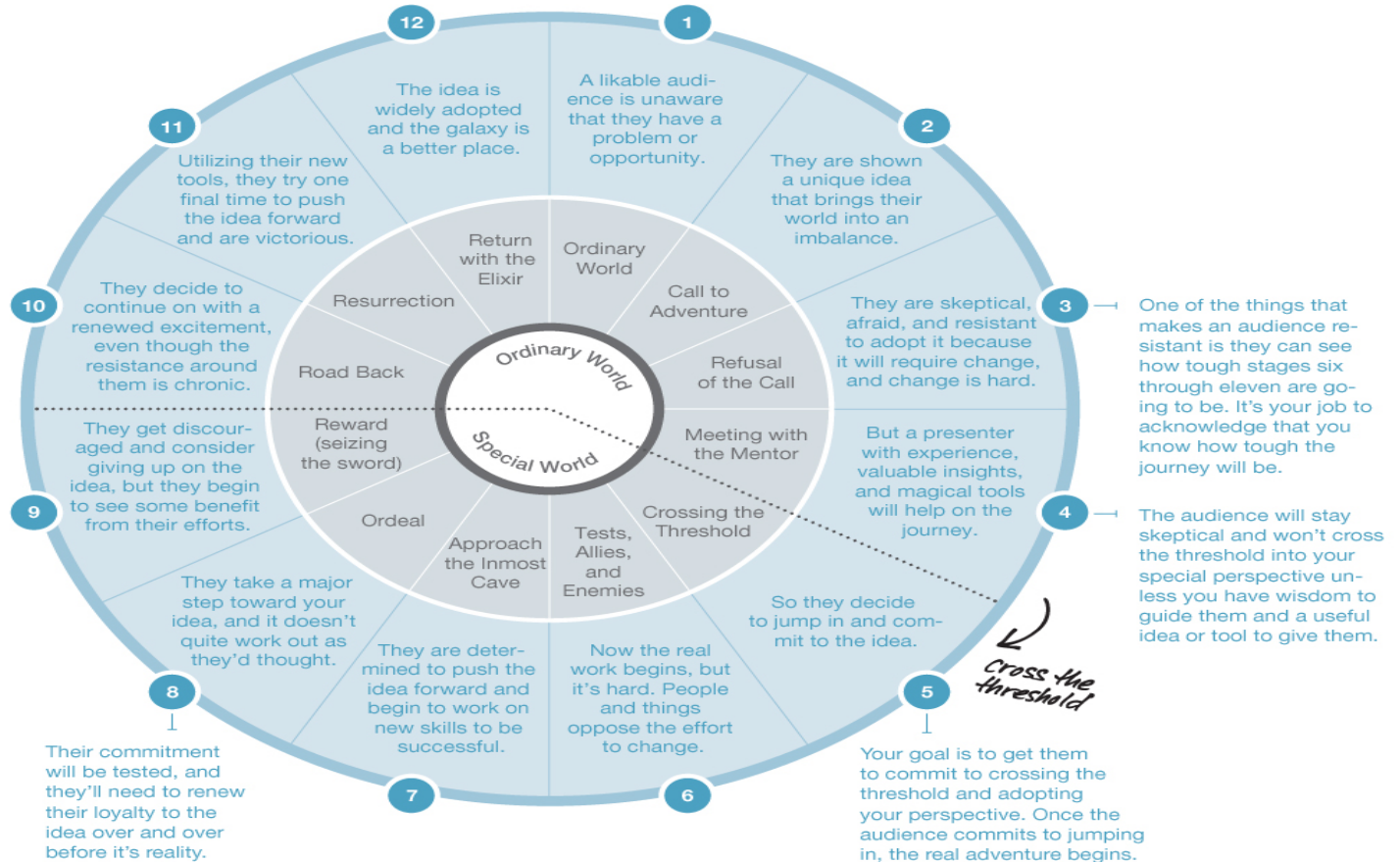




WHAT IS	WHAT COULD BE
Alternate point of view	• Your point of view
Past/Present	• Future
Pain	• Gain
Problem	• Solution
Roadblocks	• Clear Passage
Resistance	• Action
Impossible	• Possible
Need	• Fulfillment
Disadvantage	• Advantage (Opportunity)
Information	• Insight
Ordinary	• Special
Question	• Answer

Contrasting the commonplace with the lofty transforms audiences toward *what could be*. These thematic ideas are what creates the shapeliness of the up-and-down pattern in the presentation form. 

## The Audience's Journey



gray text = The Hero's Journey  
 blue text = the audience's journey