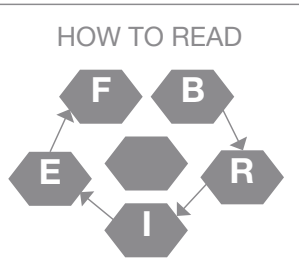


1	BRIEF BOX
2	BACKGROUND
3	RELEVANCE
4	INFORMATION
5	ENDING
6	FOLLOW UP



PROJECT	DATE	REVISION
AUTHOR	<b>BRIEF MAP™</b> <small>© 2020 Sheffield Marketing Partners. All Rights Reserved.</small>	

## FLOW

### B BACKGROUND



"What is the current situation, issue or problem?"

"How am I going to start?"

"Is there a story or anecdote to start?"

### R RELEVANCE

"Why am I telling you this?"



"What does it really mean to my audience?"

"What do I want them to do with this information (e.g., share, agree, comment, move forward)?"

### I INFORMATION



"What key pieces of information or ideas do I need to share to give my audience a clearer understanding of the situation (e.g., facts, figures, examples)?"

### E ENDING



"How do I want to conclude?"

"What does success look like?"

*You need to know when to stop talking.*

### F FOLLOW UP



"What question(s) do I anticipate at the end?"

"What question(s) should I ask them to get them talking?"

*If there are no comments or questions, they don't get it.*

## WORK SHEET PREP NOTES

B

R

I

E

F

[brief]box<sup>™</sup>

(n): /bri:f/-/boks/

The primary point you want to make  
(e.g., your focal point).

It's your headline, the way you get their attention.