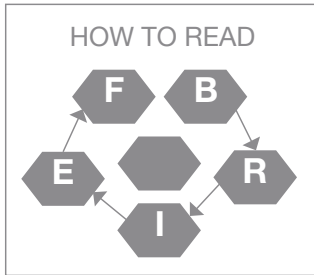


- 1** BRIEF BOX
- 2** BACKGROUND
- 3** RELEVANCE
- 4** INFORMATION
- 5** ENDING
- 6** FOLLOW UP



PROJECT	DATE	REVISION
AUTHOR	<h2 style="margin: 0;">BRIEF MAP™</h2> <p style="font-size: 0.8em; margin: 0;">© 2020 Sheffield Marketing Partners. All Rights Reserved.</p>	

**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.*

**B**

**R**

**I**

**E**

**F**

Horizontal lines for notes corresponding to the B, R, I, E, F sections.

**[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.

Horizontal lines for the final section.