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| **WHO?***Who would benefit from knowing about your work?* |  |
| **WHAT?***What should they know about what you’ve found or learned?* |  | **STORY?***What personal story best illustrates what you want them to know?* |  |
| **SO WHAT?***How does it connect to what they (or their community) care about?* |  |
| **HOW?***How did you find or learn it?* |  | **EVIDENCE?***What proof do you have that this is true?* |  |
| **NOW WHAT?***What comes next? Or what can they do about it?* |  |