













anaphora: [uh-naf-er-uh]

repetitions at the beginning of something.

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We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender.  
-- Winston Churchill

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Phase 1: Content, organization

Phase 2: Clarity--make it easy for your audience to understand

Phase 3: Correctness: catch all the typos, dangles, lie/lay mistakes, etc.

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Phase 1: Content, organization

Opening: Does it establish a receptive space?

Body:

Problem Development: Does it establish a motivating problem?

Solution Development: Is Solution concept clear?  
Are primary & secondary benefits developed? Is there a primary benefit punchline?

Close: What's the next step? Is there a yes/no request?

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