



Federation of Ontario
Law Associations
Fédération des associations
de barreau de l'Ontario

THE COMPELLING NARRATIVE CREATOR - NEGATIVE NEWS

TOPIC/ISSUE: _____

COMPASSION WORDS: _____

THE PROBLEM:

THE SOLUTION: _____

MESSAGE NO ONE CAN ARGUE WITH: _____

FACTS YOU WANT TO SHARE:
FACT: _____
FACT: _____
FACT: _____

REASONS TO BE TRUSTED:

ADDITIONAL MESSAGES:

CALL TO ACTION:

POSSIBLE "GOTCHA" QUESTIONS & RESPONSES:

