

**You are not
the Hero!**

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I-You Ratio

Strong Opening

?? Answer Questions

Premise

Points of Wisdom

Example

Example

Example

Points of Wisdom

Example

Example

Example

Points of Wisdom

Example

Example

Example

?? Questions

**Repetitive
reframes**

Review

**Sound Bite
statements**

Strong Close

**The currency of human contact is stories. People
remember what they "see" in their minds.**

Patricia Fripp®2000