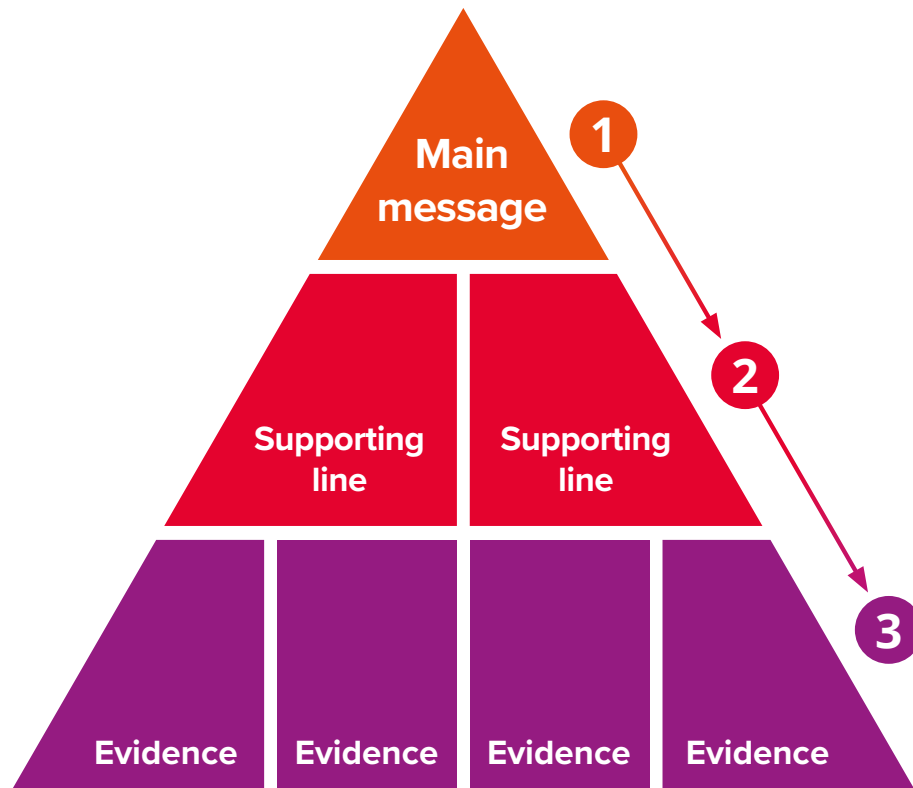


The pyramid principle



Minto (1987) "The Pyramid Principle: Logic in writing and thinking"

The one thing

The most important or 'headline' message - deliverable in one sentence

Supporting messages

The supporting messages to justify your main message

The evidence

The supporting data to 'prove' you are right