Titel	Datum

Opening Gambit

Question, Factoid, Retrospective, Prospective, Anecdote, Quotation, Aphorism, Analogy

USP (WIIFY)

Point B

Outline (Roman columns?)

Flows:
Modular
Chronological
Problem/ Solution
Issues/Actions
Opportunity/ Leverage
Form/Function
Features/Benefits
Case Study
Argument/Fallcy
Compare/ Contrast
Matrix
Parallel tracks
Rhetorical Questions
Numerical

Internal Links:
Reference Flow
Logical Trans.
Cross-Reference
Rhetorial Q.
Recurring theme
Internal summary
Enumeration
Do the math
Reinforce P. B

External:
Direct reference
Mutual reference
Ask questions
Contemporize
Localize
Data
Customized graphic

Summary

Point B