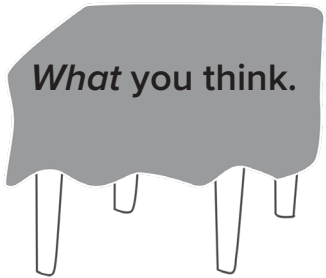


Define the essential ingredients.

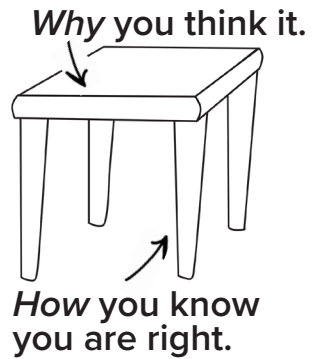
Follow the *what* with the *why*.

CLAIM | **WHAT** he thinks.



Cats are good pets.

REASONS | **WHY** he thinks it.

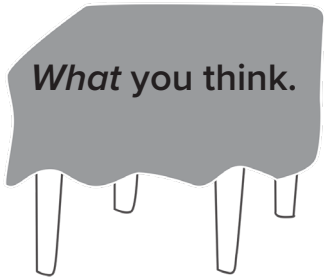


Define the essential ingredients.

Follow the *what* with the *why*.

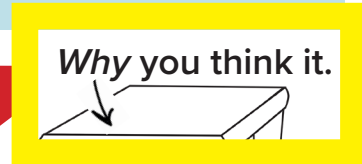
CLAIM | **WHAT** he thinks.

REASONS | **WHY** he thinks it.



1. Cats are easy to take care of.

2. Cats catch mice.



How you know you are right.

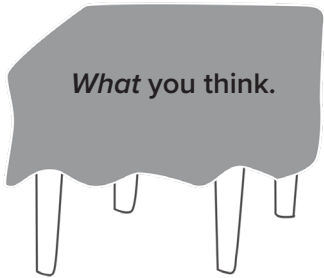
Cats are good pets.
3. Cats are loveable.

Define the essential ingredients.

Follow the *what* with the *why*.

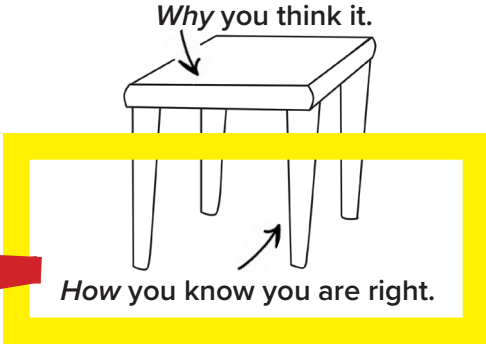
CLAIM | **WHAT** he thinks.

REASONS | **WHY** he thinks it.



1. Cats are easy to take care of.
a. Cats clean themselves
b. Cats bury their own poop

2. Cats catch mice.

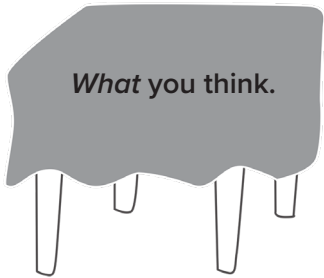


Cats are good pets.
3. Cats are loveable.

Define the essential ingredients.

Follow the *what* with the *why*.

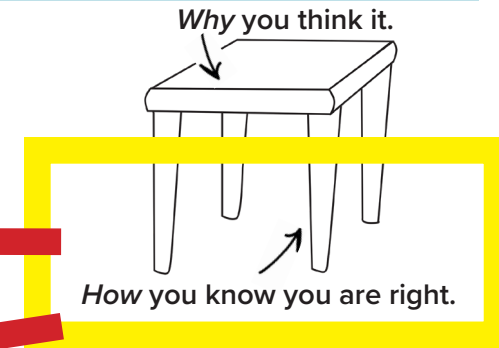
CLAIM | **WHAT** he thinks.



1. Cats are easy to take care of.
a. Cats clean themselves
b. Cats bury their own poop

2. Cats catch mice.
a. Save you \$ in pest control costs.
b. You never have to use mouse traps.

REASONS | **WHY** he thinks it.



Cats are good pets.

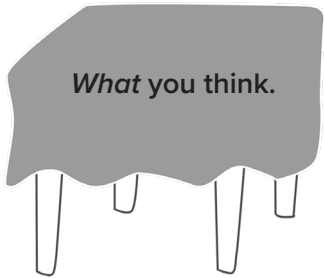
3. Cats are loveable.

Define the essential ingredients.

Follow the *what* with the *why*.

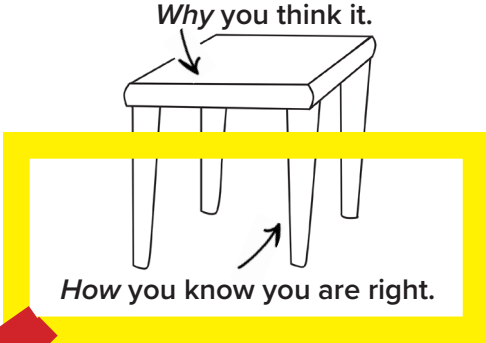
CLAIM | **WHAT** he thinks.

REASONS | **WHY** he thinks it.



1. Cats are easy to take care of.
a. Cats clean themselves
b. Cats bury their own poop

2. Cats catch mice.
a. Save you \$ in pest control costs.
b. You never have to use mouse traps.



Cats are good pets.

3. Cats are loveable.
a. Cats love to be petted.
b. Cats purr when you scratch them.

