

Deeper brainstorm

Once you have lots of ideas, pick **ONE** and brainstorm arguments to support it (e.g. why would it be best to be stranded with that person).

Pick one idea:

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Arguments:

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Part 2: Selecting and ordering ideas

Now decide on your audience and purpose – who are you talking to and what are you trying to convey?

Audience:

Purpose:

Visualise your audience and select the three arguments that are most likely to convince them.

● Strong argument:

● Medium argument:

● Strongest argument: