

8.WEAK LINKS (What are the weak assumptions in your hypothesis? Helpful to speak to a “Devil’s Advocate”)
*You need to ask yourself a very negative question and challenge your story idea to determine if it’s of public interest or concern and establish impact

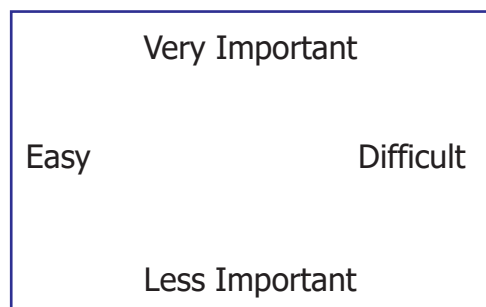
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9.IMPORTANCE VS DIFFICULTY



10. What difficulties do you anticipate?

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11. MAXIMUM IMPACT (What you hope to achieve but can’t promise)

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12. MINIMUM IMPACT / PLAN B (What is the second possible story you can get out of this if you can’t ‘hit target’?)

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