**Framework for your notes**

1. Gather information about the product, so you can complete the notes below.
2. Write single words or short phrases.
3. These notes are to help you remember what you want to say, *not for you to read aloud*!
4. You do not have to present the information in the same order as this table!

|  |  |  |
| --- | --- | --- |
|  | **Information** | **Words, phrases you might use** |
| **Product name** |  |  |
| **Purpose** |  |  |
| **Features of the product** |  |  |
| **Benefits of the product** |  |  |
| **How the product is better than competing products** |  |  |
| **Why the people you are speaking to should buy the product** |  |  |