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| **Intangible concepts:****The THEME-PHRASE:** |
| **Message 1****structure***Provoke**Relate**Reveal* | 1. Copy and paste here the information related to the universal concept for your theme-phrase 2. Associate a PROP (original, symbolic objects, tools etc.) *3. Create a question that will initiate a conversation related to that message* AND/OR associate an invitation to action |
| **Message 2** |  |
| **Message 3**  |  |
| **Message 4**  |  |