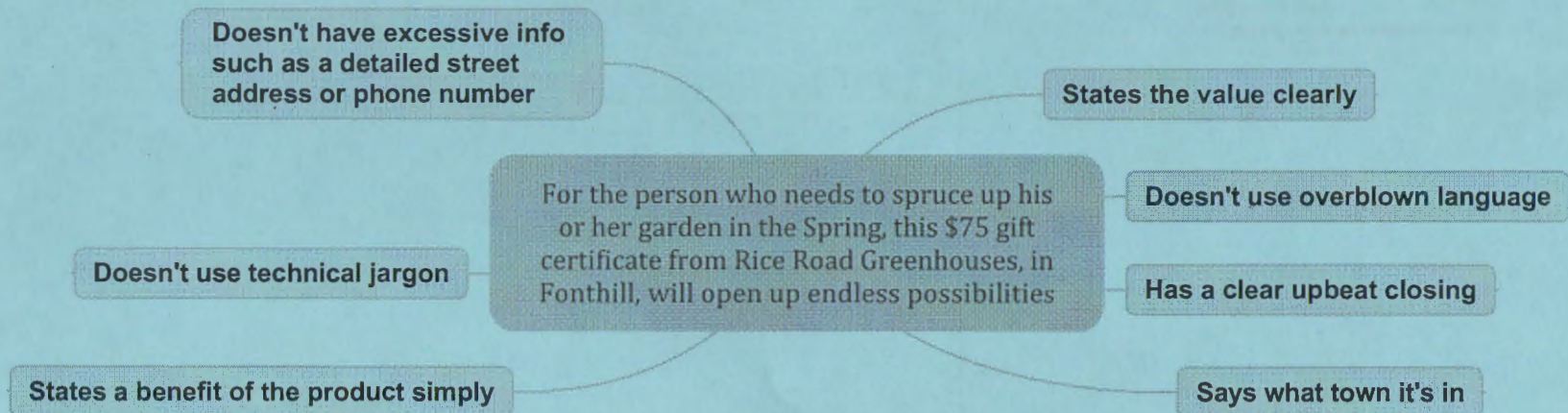


## Anatomy of a Good TV script



## Anatomy of a not-so-good TV script

Doesn't really pin down who the donor is

Contains technical info that is difficult to read in the voice-over blurb

Doesn't say who might find this a useful item

This item covers 6 months of storage for 100 extra-sturdy banker boxes, 10"x15"x12" in size, with handles. Store your records safely and securely at Safestor.

Includes hard to understand technical info

Doesn't give an idea where the place is

Doesn't suggest why you might want to buy it