

Example Planning of

“There Is No Such Thing as Too Much Barbecue”

by Jason Sheehan

Introduction

- I know I can do this.
- Listened to others on big ideas.
- Mine won't be as big.

Main Ideas

- Introduce by belief in BBQ.
 - Include regions and cultures.
 - BBQ is good no matter the day, no matter the purpose.
 - Comparison to sunshine and sex.
- Belief in hard work, SKILL & CRAFTSMANSHIP.
 - Make connections to science - physics, chemistry?
 - Make connections to art - Zen
- Belief that BBQ drives CULTURE.
 - Connect to Civil Rights Movement
 - Integration of the BBQ joints of the deep South
 - BBQ's connection to history.
- Belief in SIMPLICITY and being down-to-earth.
 - Paper plates and plastic cutlery is ideal
 - Long menus = hoity-toity - putting on airs
 - Short menus are better.
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- Belief in soul food made with LOVE - home.
 - Food should be fresh.
 - Food should be made by someone you know - Mama.
 - Mama is better than the assembly-line teen.
- Belief in INCLUSIVENESS.
 - BBQ is for everyone.
 - Skinny and fat.
- Belief in TRYING HARD & DOING IT RIGHT
 - get messy - sauce under fingernails.

Conclusion

- Wrap up beliefs in old vs. new, truth, history, and home.
- Tie back to BBQ.