

Deep Facts

Explaining evidence with DEEP FACTS.



SPOKEN INTRO - OVER A BEAT

Got some evidence? That's a start.

Now make it matter. Do your part.

Don't just drop it. Don't just state it.

Take that thinking... EXPLAIN IT!

VERSE 1 - START IT UP

Before I explain, I know where to go.

Four little words get the thinking to flow:

THIS... THAT... THESE... THOSE...

Slide into the sentence, watch the meaning grow.

THIS... THAT... THESE... THOSE...

Point back to the evidence, then tell what you know.

This shows... That means... These details tell... Those facts help explain it well!

CHORUS

WOW! WOW! WOW! I'M EXPLAINING NOW!

Take what I know and break it on down.

Stretch that thinking, make it make sense.

Show the connection, show the evidence!

WOW! WOW! WOW! I'M EXPLAINING NOW!

One fact isn't finished till I tell you HOW!

VERSE 2 - THE FIRST FOUR

Here come the first four, ready, set, roll!

D, DEFINITION, tell what it means, clear up the word, make the idea clean.

E, EXAMPLE, show me one case, put that idea right in its place.

E, EXPERT TESTIMONY, bring in a voice who knows the stuff and backs up the choice.

P, PROCESS, step after step, what came first? And what came next?

Mean it. Show it. Quote it. Go through it.

DEEP... Now we're getting into it!

SHORT HOOK

THIS! THAT! THESE! THOSE!

That's how explanation grows!

THIS! THAT! THESE! THOSE!

Point to the proof, then tell what it shows!

VERSE 3 - FACTS, ANALOGY, COMPARE

Now we hit the middle, three more ways.

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Different kinds of thinking for different days.

F, FACTS, give something true. Dates, numbers, details, bring the proof through.

A, ANALOGY, make something new feel easier to understand, connect it to something you
already knew.

C, COMPARE AND CONTRAST, line them up. What is the same? What is different? Now
look close, what does that comparison teach
us?

Facts tell. Analogies connect. Comparisons reveal what we might not expect.

CHORUS

WOW! WOW! WOW! I'M EXPLAINING NOW!

Take what I know and break it on down.

Not just evidence, tell what it means!

Build that thinking in between!

WOW! WOW! WOW! I'M EXPLAINING NOW!

I've got the proof, now watch me tell you how!

VERSE 4 - THE BIG FINISH

Two more left, and they're powerful too.

One shows what changed. One tells what happened to you.

T, TIPPING POINT, one thing happens, then something changes. Cause leads to effect, and
the whole situation rearranges.

Because THIS happened, THAT happened next. That's a tipping point, CAUSE, AND,
EFFECT!

S, STORY, tell a little moment. Show what occurred. Let an event help explain your words.