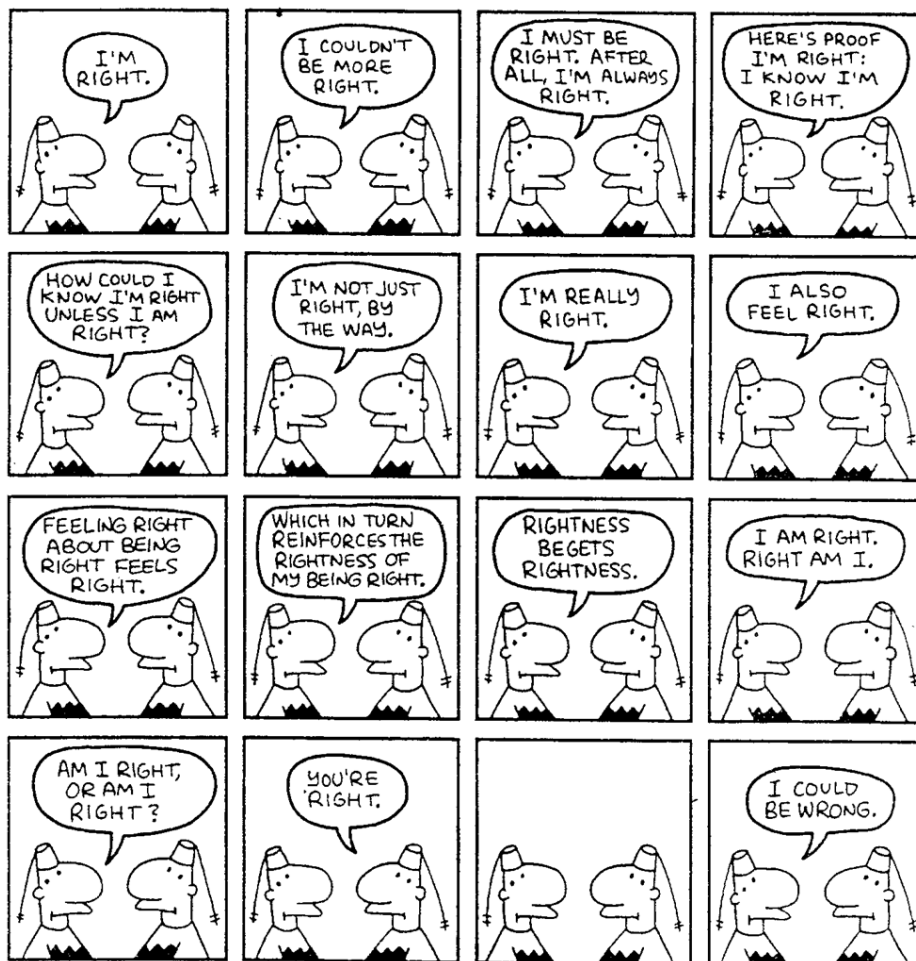


Using Evidence

When sharing new information without an **explanation**, **evidence** or **support** as to why they should believe you, the only argument you have is your own opinion.

Argument without evidence = Opinion Only



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For your point of view to be **understood** and **taken seriously**, you must have **evidence**.