**Guidelines 2 and 3: Write Your Marketing Message!**

**Hypothesis “p”:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Conclusion “q”:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| **Statement** | **Truth Value** | **Justification OR Counterexample** |
| Conditional: |  |  |
| Converse: |  |  |
| Inverse: |  |  |
| Contrapositive: |  |  |
| Biconditional: |  |  |