

Message Map

Goal:

Audience:

Main Message:

KEY MESSAGE 1	KEY MESSAGE 2	KEY MESSAGE 3

SUPPORTING POINT 1.1	SUPPORTING POINT 2.1	SUPPORTING POINT 3.1

SUPPORTING POINT 1.2	SUPPORTING POINT 2.2	SUPPORTING POINT 3.2

SUPPORTING POINT 1.3	SUPPORTING POINT 2.3	SUPPORTING POINT 3.3

Summary Statement:

Call to Action:



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