

3D COMMUNICATIONS' KEY MESSAGE GRID™

Name:

Position:

Audience:

| | | |
|-------------------------------------|------------------------|------------------------|
| BUSINESS/COMMUNICATIONS GOAL | | |
| OVERARCHING MESSAGE | | |
| MESSAGE TOPIC 1 | MESSAGE TOPIC 2 | MESSAGE TOPIC 3 |
| HEADLINE | HEADLINE | HEADLINE |
| FACTS/DATA | FACTS/DATA | FACTS/DATA |
| EXAMPLE/STORY | EXAMPLE/STORY | EXAMPLE/STORY |
| BOTTOM LINE | BOTTOM LINE | BOTTOM LINE |
| OVERALL BOTTOM LINE | | |