

## 3D COMMUNICATIONS' KEY MESSAGE GRID™

**Name:**

**Position:**

**Audience:**

<b>BUSINESS/COMMUNICATIONS GOAL</b>		
<b>OVERARCHING MESSAGE</b>		
<b>MESSAGE TOPIC 1</b>	<b>MESSAGE TOPIC 2</b>	<b>MESSAGE TOPIC 3</b>
<b>HEADLINE</b>	<b>HEADLINE</b>	<b>HEADLINE</b>
<b>FACTS/DATA</b>	<b>FACTS/DATA</b>	<b>FACTS/DATA</b>
<b>EXAMPLE/STORY</b>	<b>EXAMPLE/STORY</b>	<b>EXAMPLE/STORY</b>
<b>BOTTOM LINE</b>	<b>BOTTOM LINE</b>	<b>BOTTOM LINE</b>
<b>OVERALL BOTTOM LINE</b>		