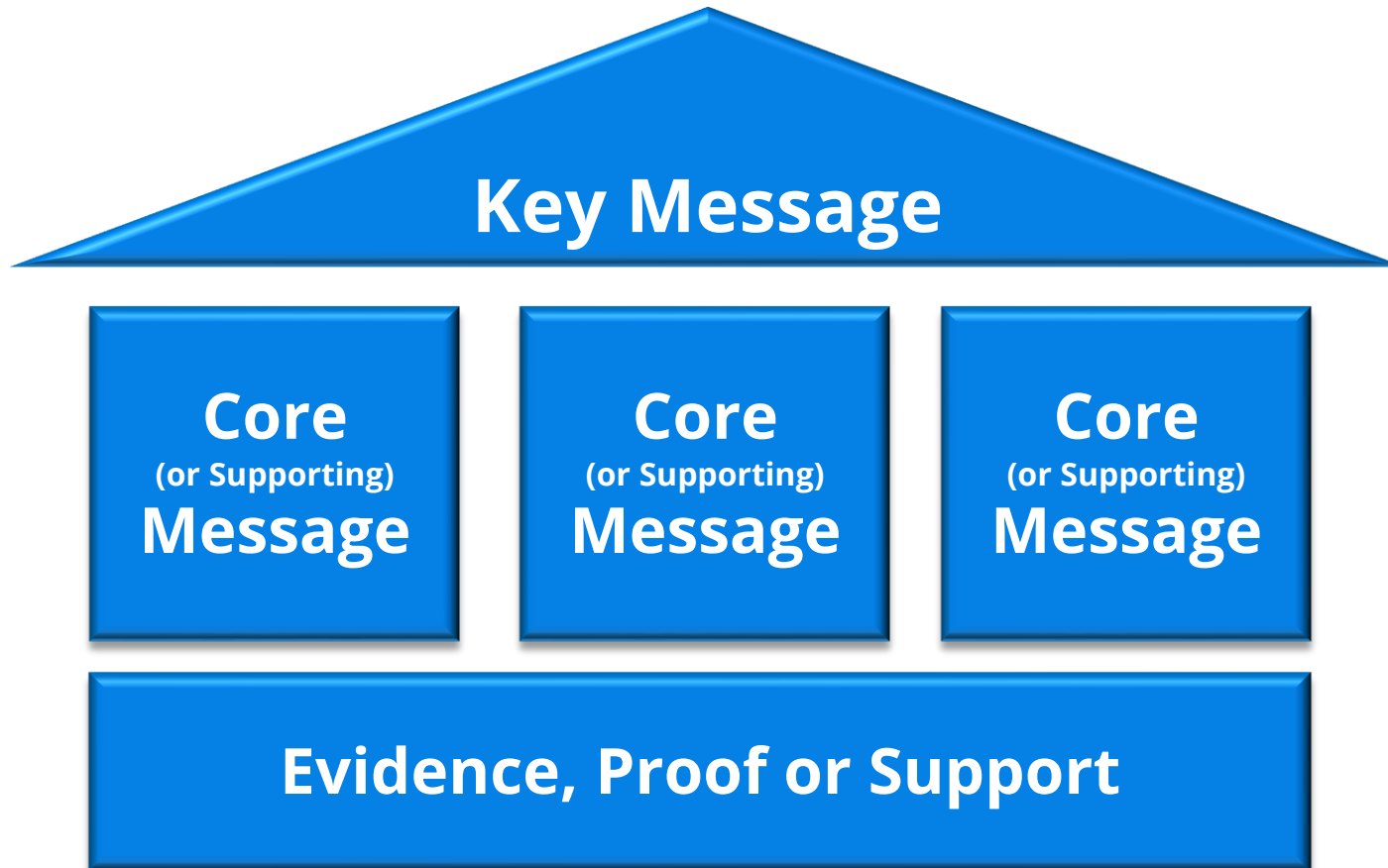


The Message House



Key or Umbrella Message



**The single message you want
the audience to remember**

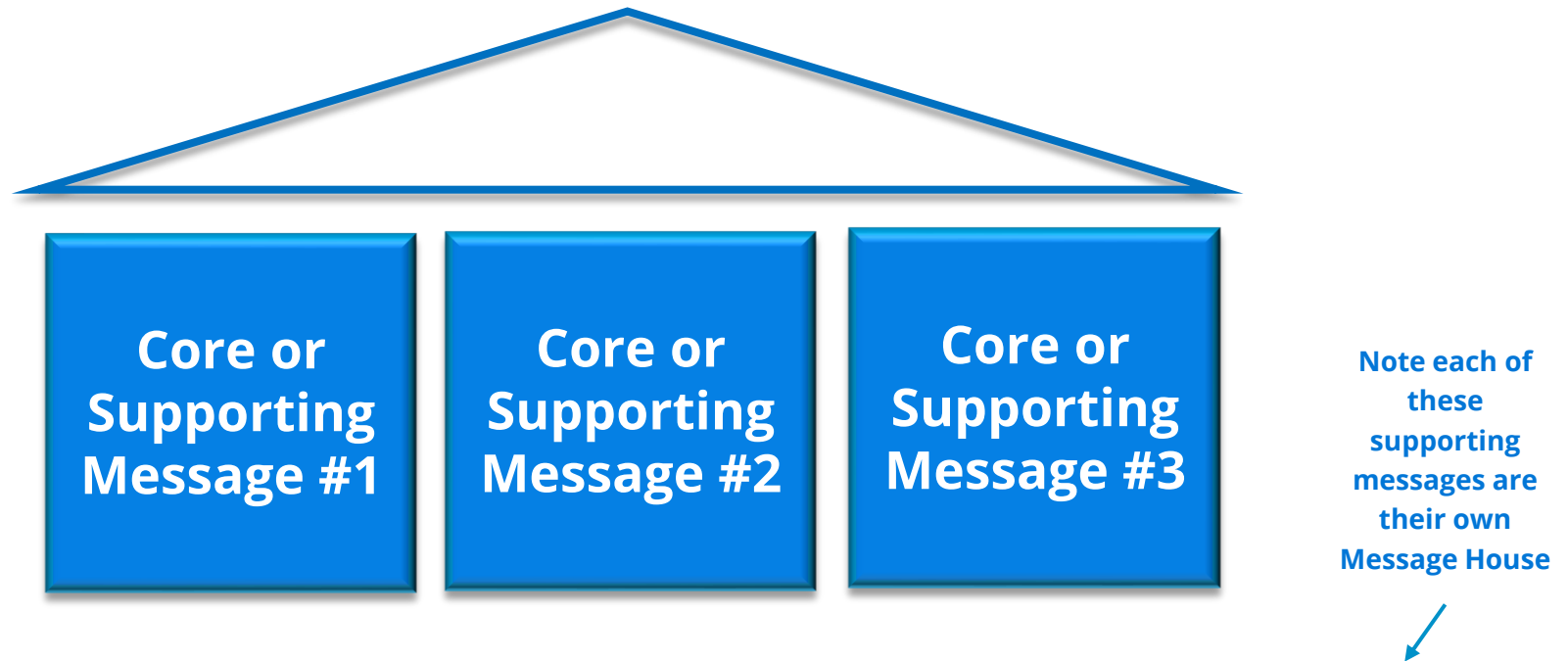
What action do you want them to consider to do?

Your main or most important “conclusion” (What you want)

One sentence, one breath, one complete thought

Supports a goal (organisation, department)

Core or Supporting Messages



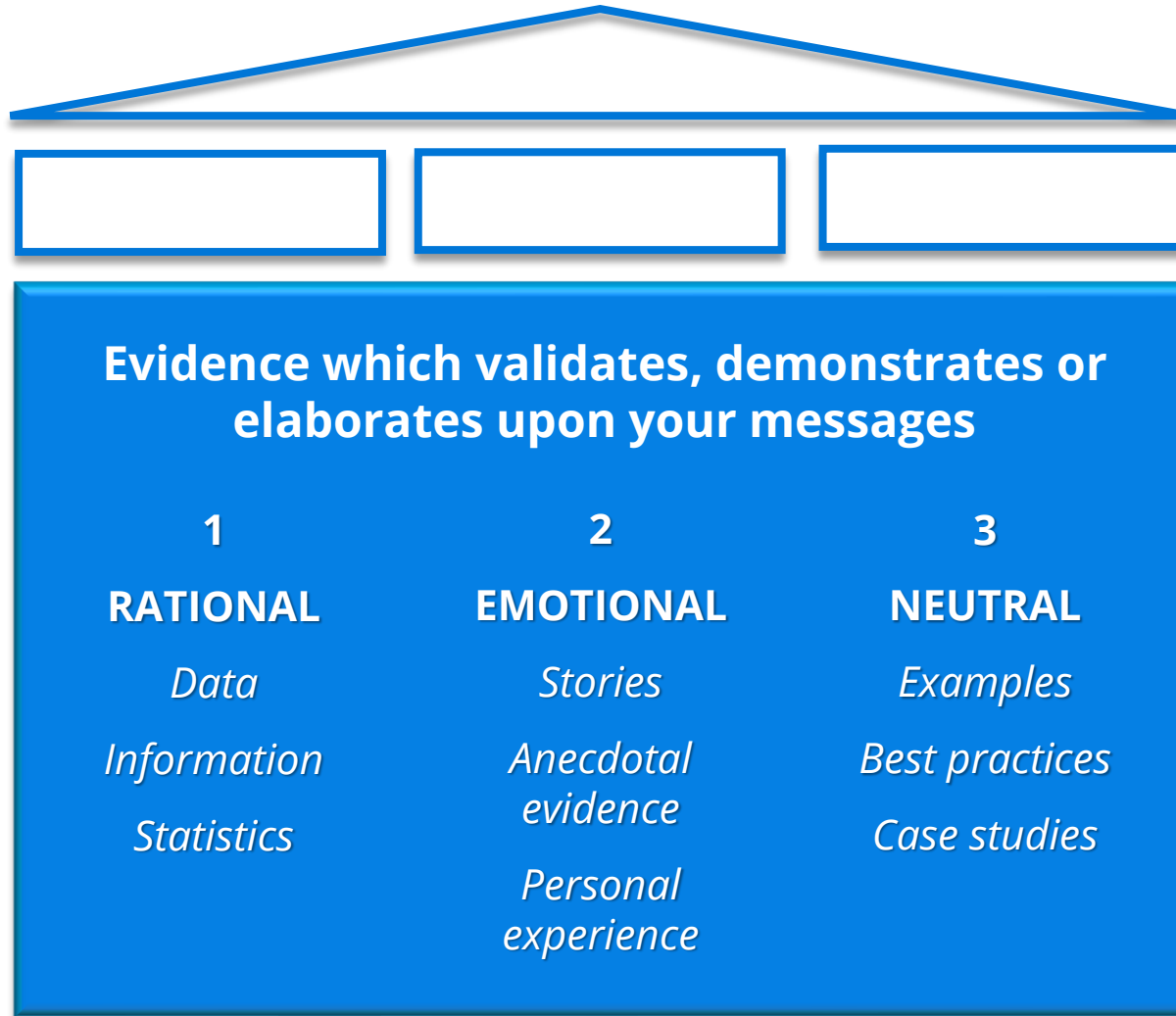
Typically three statements supporting your Key Message in three ways:

Confirms, rationalises or adds depth (but not minutiae)

They often answer the questions: **How? Why? Why now?**

They should be relevant, plausible and defensible

Evidence, Proof and Support



Three Types
of Proof



Don't pick
randomly.
Think which
type will
convince
your
audience.