

Template **Key Message Matrix**



WHAT WE WANT TO SAY

REFINED CORE KEY MESSAGE

AUDIENCE 1

AUDIENCE 2

AUDIENCE 3

Empty white box for 'WHAT WE WANT TO SAY'.

Empty white box for 'REFINED CORE KEY MESSAGE'.

Empty white box for 'AUDIENCE 1'.

Empty white box for 'AUDIENCE 2'.

Empty white box for 'AUDIENCE 3'.

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