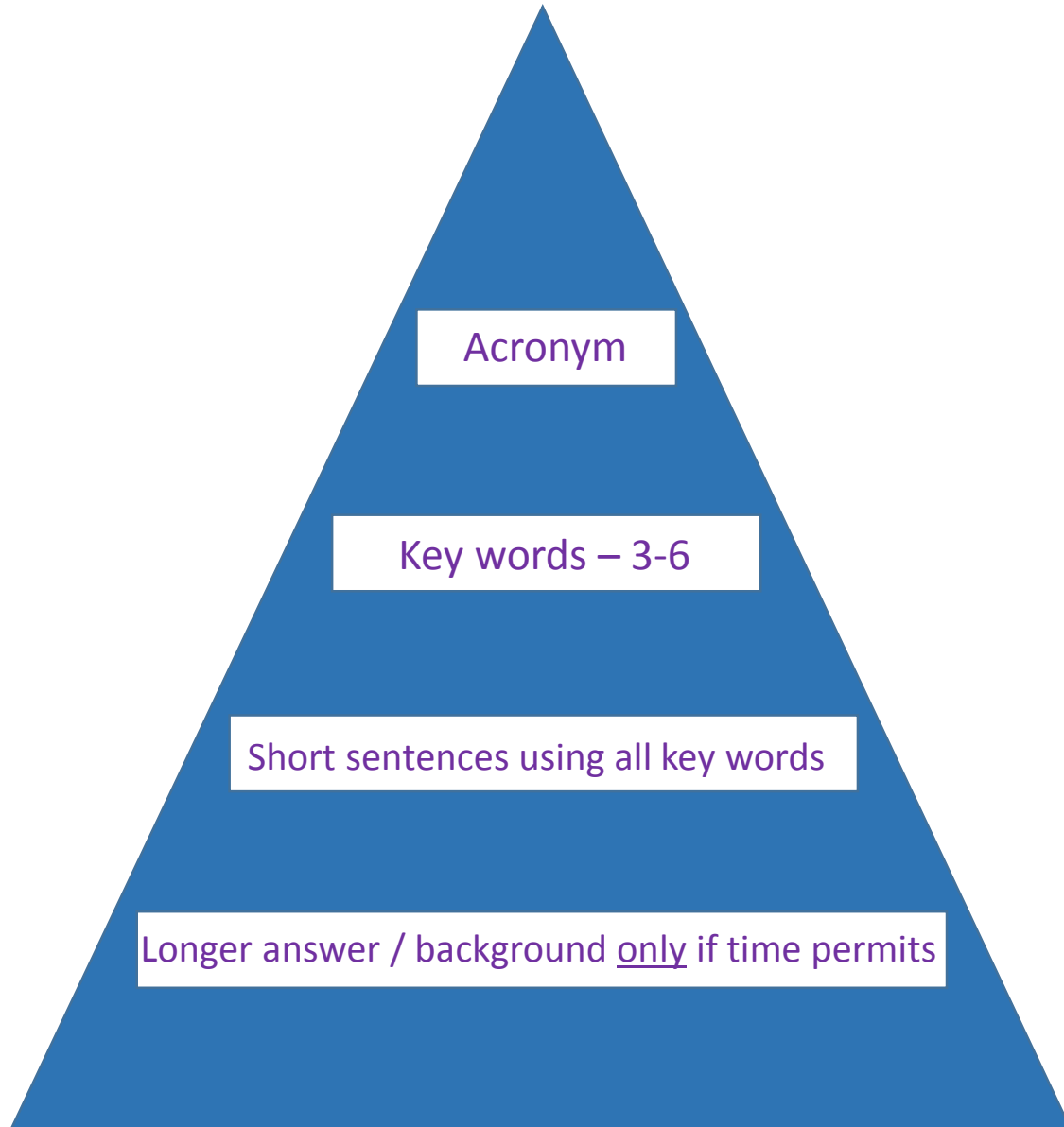


## Key Message Triangle



Ensure it sends the right message

Clear and concise, memorable, easily understood

Relevant to the story and relatable to the audience

After the short sentences, after the key words have made the impact