

My Decker Grid™

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|-------------|---------------|----------------------|---------------------|------------|------------|
| OPENING | | POV | STEP | BENEFIT | |
| | SHARP | POINT OF VIEW | GENERAL ACTION STEP | BENEFIT | |
| | MAIN BODY | | | | |
| | | KEY POINT 1 | SUBPOINT 1 | SUBPOINT 2 | SUBPOINT 3 |
| | | | | | |
| KEY POINT 2 | | SUBPOINT 1 | SUBPOINT 2 | SUBPOINT 3 | |
| | | | | | |
| KEY POINT 3 | | SUBPOINT 1 | SUBPOINT 2 | SUBPOINT 3 | |
| CLOSING | POV | STEP | BENEFIT | | |
| | POINT OF VIEW | SPECIFIC ACTION STEP | BENEFIT | SHARP | |