

My Decker Grid™

OPENING	visual			
	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
				analogy
	KEY POINT 3	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
				communication
CLOSING				
	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP