

My Decker Grid™

OPENING	step	they were great	step 11	benefit 1	
	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	they were great	step 2	benefit 2		
	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP	