

# 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	
KEY POINT 3		SUBPOINT 1	SUBPOINT 2	SUBPOINT 3	
CLOSING				communication	
	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP	