

## Craft Your 12-Word Message

The final step of audience analysis is to spell out your 12-word core message. If you could sum up your presentation in one sentence, what would it be? This is a tough but critical step: your 12-word message will help you shape the content of your presentation and decide what to leave out and what to include.

So: In 12 words or fewer, what do you want to say to your audience?

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