Subject: The topic.
Audience: With whom are you communicating? Who do you plan to influence or persuade? Often helpful to cite primary, secondary, and tertiary audiences.

Date:

Key Message Point
- Proof Point—where possible, incorporate throughout your message triangle such message enhancers as specific examples; meaningful statistics; analogies, metaphors & similes; the “Three Cs” (colorful words, clichés, contemporary references); one-liners, personal experience; quotes from experts—or your opposition
- Proof Point
- Proof Point
  —Subsidiary bullet
  —Subsidiary bullet
- Proof Point

Key Message Point
- Proof Point
- Proof Point
- Proof Point
  —Subsidiary bullet
  —Subsidiary bullet
- Proof Point

Key Message Point
- Proof Point
- Proof Point
- Proof Point
  —Subsidiary bullet
  —Subsidiary bullet
- Proof Point

Main message (typically unstated)

Key Message Point
- Proof Point
- Proof Point
- Proof Point
  —Subsidiary bullet
  —Subsidiary bullet
- Proof Point

Off-message question or issue to redirect
- Point
- Point
  —Subsidiary bullet
  —Subsidiary bullet
- Bridge to a key message above whenever possible

Off-message question or issue to redirect
- Point
- Point
  —Subsidiary bullet
  —Subsidiary bullet
- Bridge to a key message above whenever possible

Off-message question or issue to redirect
- Point
- Point
  —Subsidiary bullet
  —Subsidiary bullet
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