

The 3-Point Blueprint Framework

Message Preparation Worksheet

Use this worksheet every time you prepare an important message. Structure creates clarity. Clarity creates confidence.

CONTEXT — Know Your Situation

Audience: _____ Situation: _____ Time Limit: _____

What does your audience care about most? _____

STEP 1: Anchor Your ONE Main Message

Ask yourself: "If my audience remembers only ONE thing, what must it be?"

My ONE main message is:

STEP 2: Build Your Three Supporting Pillars

Select your structure (circle one):

- Problem → Solution → Action (*Recommendations*) What → So What → Now What (*Data/Info*)
 Past → Present → Future (*Context/Evolution*) Challenge → Approach → Result (*Accomplishments*)

Write your three supporting points:

POINT 1:

POINT 2:

POINT 3:
