

The Message House

Communications & Media

One roof message, three supporting pillars, evidence under each.

Build it from the top down.

1

The roof

One sentence you want repeated back to you. Plain words, no jargon.

2

Three pillars

Three supporting points. Three, because nobody recalls five.

3

Proof under each

A fact, figure or example that would survive a hostile check.

4

The hard questions

List what you fear being asked and write an honest answer.

5

Test it aloud

If it cannot be said naturally in speech, it will not be said at all.

A message you cannot substantiate is a liability, not a message. Every pillar needs proof that survives being quoted back at you.