



Your 3 Core Messages

Here is where you get to state your 3 core messages – these are what you stand for and what you will come back to time and time again. They are at the heart of what you do.

For some of you, it's likely that a metaphor, image or model accompanies that core message; feel free to draw it in here as well as adding the words.

Message 1	
Message 2	
Message 3	