



HEAD & TAIL MESSAGE	FACT & FIGURE MESSAGE	PEOPLE & PLACES MESSAGE
<p>THE MOST IMPORTANT THING MY AUDIENCE MUST KNOW. POSITIVE TONE, EXPRESSIVE IN NATURE. HIGHLY QUOTABLE.</p>	<p>INSIDE INFORMATION USED TO BUILD TRUST. SPECIFIC NUMBERS, LEGAL FACTS, HR FACTS. RESPONSE TO THE BEST QUESTION YOU MIGHT GET.</p>	<p>EXPERIENTIAL STORIES WITH SURPRISING, HAPPY ENDINGS. CRAFTED TO BE HIGHLY RELATABLE TO AUDIENCE. RESPONSE TO THE WORST QUESTION YOU MIGHT GET.</p>
<p>QUOTE (10 SECONDS/25 WORDS)</p>	<p>QUOTE (10 SECONDS/25 WORDS)</p>	<p>QUOTE (10 SECONDS/25 WORDS)</p>