



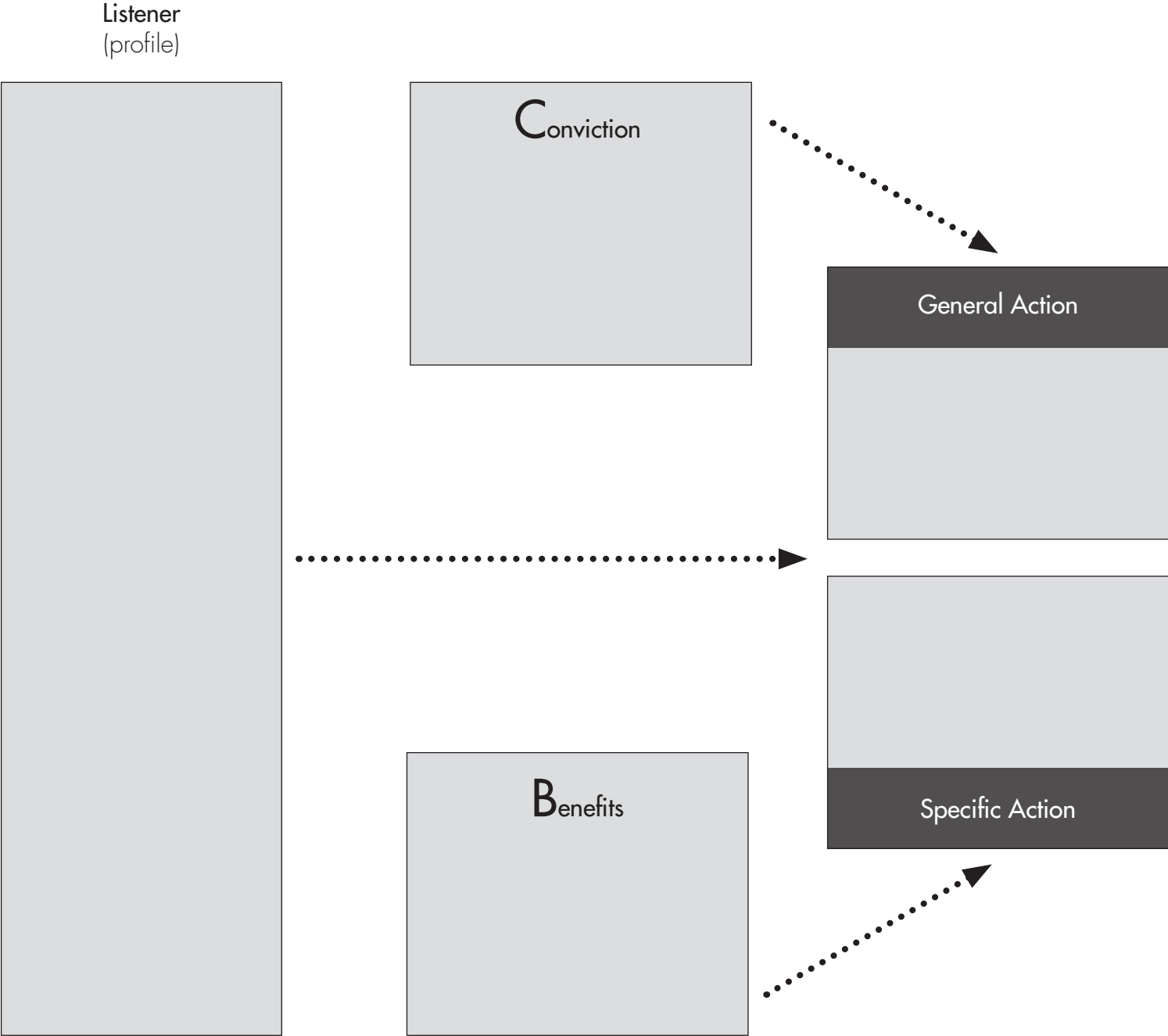
MESSAGE PLANNER[®]

PROCOMM LTD.
Better Communication Skills. Better Results.

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THE **ABC**'S OF OPENING & CLOSING YOUR **MESSAGE**



MESSAGE PLANNER[®]

Attention Getter

Opening ABCs (Action Benefit Conviction) with General Action

--	--	--	--

Key Point 1

Sub Point 1

Sub Point 2

Sub Point 3

--

--	--	--

Key Point 2

Sub Point 1

Sub Point 2

Sub Point 3

--

--	--	--

Key Point 3

Sub Point 1

Sub Point 2

Sub Point 3

--

--	--	--

Transition to Closing

Closing ABCs with Specific Action

--	--	--	--

MESSAGE PLANNER®

Subject Title _____

Attention Getter _____

Opening ABC's _____

Key Point 1 _____

Sub Point 1 _____

Sub Point 2 _____

Sub Point 3 _____

Key Point 2 _____

Sub Point 1 _____

Sub Point 2 _____

Sub Point 3 _____

Key Point 3 _____

Sub Point 1 _____

Sub Point 2 _____

Sub Point 3 _____

Transition to Close _____

Closing ABC's _____

