

Core Messaging - Why Should I Care?

David Sahd was recently a guest on *Let's Talk Business New Mexico* which is hosted by Pulakos CPAs on News Radio 770 KOB AM in Albuquerque, New Mexico. David sat down with Brad Steward and discussed various examples of core messaging by companies in the state and across the nation. They also reviewed components of effective messages and how they are structured.

[Listen to the archived audio file here](#)