WORKSHEET

Building a Message

What message does your audience need to hear to help you achieve your goal? Use this worksheet to develop a compelling message to drive your audience to take an action to help you get from A to B.

GOAL

What do you want to have happen?

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DECISION MAKER / AUDIENCE

Who can help make it happen?

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VALUES

What does your audience care about, what are the values you share with them?

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THREAT OR PROBLEM

What is the problem or threat?

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SOLUTION

What is the solution?

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CALL TO ACTION

What would you like your audience to do?

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YOUR MESSAGE

Now bring together your shared values, compelling threat, simple solution and call to action in a single message.

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VISUAL MESSAGE

Describe the visual that will accompany and reinforce your written message.

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