

CRAFTING EFFECTIVE MESSAGES WORKSHEET



Effective messages rarely come from a flash of brilliance and more often come from a thoughtful and authentic approach. The following questions are designed to help you craft a message that resonates with your target audiences.

Goal: What are you trying to accomplish?

Audience: Who are the key decision makers? Who are you trying to reach?

Values: What moves your audience? What can you offer that speaks to their values?

Challenges and Opportunities: What do you see as potential challenges? What do you see as potential opportunities?

Measurable Outcome: What actions would you like your audience to take? How will you measure the results?

Your Message: Given the information you provided above, and in the most clear and direct way, what is the one thing that your audience must know? This is the foundation of your message. You can refine as needed from here to best suit your needs.