

Writing Messages

With your strategic vision and audiences in mind, you can now begin to develop your messaging. This is an iterative process, and your messages should be continuously refined based on internal discussion and external feedback.

Use the worksheet below to begin writing your messages.

Note: when filling out this worksheet, you should do so as if you were speaking to your audience.

Problem. Tell us about the problem (provide context)?

Solution. Tell us about the solutions.

Ask. What do you want your audience (from above) to do?

Urgency. Why is it urgent?
Why today and not not tomorrow?

Hope. What do you hope will
ultimately happen or be different?

