

# MESSAGE DEVELOPMENT



WHAT

-----What does your target audience need to know?

- Key piece of information
- Avoid over-reaching
- Specific and focused
- Less is truly more

WHY

Why should your audience care?-----

- How does this impact them?
- How would this benefit them?
- What are the opportunities?
- What are the risks?
- What are the emotional, fiscal and personal costs?

ACTION

-----What do you want your audience to do with this information?

What ONE action do you want your audience to take?

STORY

-----Support your message with a compelling personal story.

## WHO IS YOUR AUDIENCE?

**WHAT:**

**WHY:**

**ACTION:**

**SUPPORTING STORY:**