Train-the-Trainer Resources

• Series designed as train-the-trainer
• PowerPoint presentations
• Step-by-step worksheets
• “Day in the Life” video series
• In-person training discussion guide
Pop Quiz!

• Answer the questions based on the previous training content.
Question #1
The nexus between what you want to say and what the audience wants to hear is called __________.
Answer #1
The nexus between what you want to say and what the audience wants to hear is called

RELEVANCY.
Question #2
Name at least two things you include in an audience profile.
Answer #2
Name at least two things you include in an audience profile.

Demographics
Values
Beliefs
Attitudes
News sources
Question #3
What is the message formula?
Answer #3
What is the message formula?

Think  Believe  Do
Question #4
For most people to understand our messages, we should write at ________ level.
Answer #4
For most people to understand our messages, we should write at 6th grade level.

Bonus Question: Name a best-selling book written at 6th grade level.
Question #5
Change this song lyric from passive to active:

A beat is never missed by me.
Answer #5
Change this song lyric from passive to active:

A beat is never missed by me. I never miss a beat.
Question #6
Simplify this line to reveal a famous movie quote.

Display the currency to me!
Answer #6

Simplify this line to reveal a famous movie quote.

Display the currency to me!
Show me the money!

[Image of Tom Cruise from a movie scene]
Question #7

Simplify this line to reveal a famous movie quote.

You will require a more significant water vessel.
Answer #7

Simplify this line to reveal a famous movie quote.

You will require a more significant water vessel. You’re gonna need a bigger boat.
Action Item Review

- We asked you to complete:
  - Worksheet #1 – Articulate your opportunity
  - Worksheet #2 – Build an audience profile
  - Worksheet #3 – Create relevant messages
  - Think, Believe, Do message formula
- Questions?
LIA Messaging Training

Connecting to Your Audience
Today’s Learning Objectives

• Learn how to better connect to your target audiences by:
  – Appreciating setting and context
  – Identifying where and how to reach them
  – Tapping into emotion
  – Illustrating through images and stories
“Tell me the facts and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.”

— Native American proverb
Persuasion

- Logic
  - Reason, rationale
    - Facts, figures, processes, attributes, benefits

- Emotion
  - Feelings, sympathies, imagination
    - Stories

- Credibility
  - Character
    - Reputation, authority
    - Style, tone
Understanding Context

Context

The set of circumstances of facts that surround a particular event, situation, etc.

- What’s happening around my target when they hear, read or see my messages?
- How do they feel?
- What else is on their mind?
- Who is with them?
Why is Context Important?
Why is Context Important?

30,000 marketing messages per day! Average attention span is 8 seconds!
Day in the Life
Build a Timeline

9:30 a.m. 11 a.m. Noon 2 p.m. 6 p.m.

- Listening to the radio during commute
- Scrolling social media between meetings
- Talking to constituent at community event
- Reading local and national headlines online
- Listening to a presentation at a city council meeting
Ways to Deliver Messages

- Presentations
- News stories
- Personal conversations
- Media materials and events
- Marketing materials
- Social media posts
- Text messages
- Advertising
The Emotional Appeal
Evoking Emotion
### How Should the Target Feel?

- Comfortable
- Satisfied
- Easy
- Content
- Relaxed
- Fulfilled
- Accepted
- Safe
- Grateful
- Thankful
- Rested
- Surprised
- **Important**
- Interested
- Curious
- Engaged
- Intent
- Involved
  - **Informed**
- Absorbed
- Loving
- Connected
- Affectionate
- Tender
- Excited
- Playful
- Open
- Friendly
- Compassionate
- Nurtured
- Refreshed
- Joyful
- Energized
- Eager
- Strong
- Powerful
- Invigorated
- **Motivated**
- Alert
- Amazed
- Helpful
- Peaceful
- Calm
- Trusting
- Serene
- Composed
- Relieved
- Understood
- Encouraged
- Welcomed
- Hopeful
- Happy
Create Mood and Set Tone

**Mood**
- Way you want the reader, viewer or listener to feel
- *What* you say

**Tone**
- Attitude conveyed in the message or material
- *How* you say it
Match Mood & Tone

- Relieved
- Understood
- Encouraged
- Welcomed
- Hopeful
- Caring
- Comforting
- Supportive
- Helpful
- Receptive
Tone in Writing

• Urgent
  – “Our pop-up playground kits have been such a success with families that we can’t keep up with demand.”

• Hopeful
  – “Given our success, imagine the positive impact we could have if every family that wanted a kit had access to one.”
Tone in Images

• “I can’t believe this!”
Tone in Images & Sound

- Visual and audio cues help us recognize tone and increase the emotional response.
- As you make your selections, consider:
  - Action
  - Facial expressions
  - Color palette
  - Lighting
  - Music
  - Audible reactions
Putting it Together

“Kids are making choices every day.”

Mood: Content & Satisfied

Tone: Calm, Assuring

Kids are making the right choice
Moms and dads can help

Mood: Concerned & Motivated

Tone: Persuasive, Urgent

It’s hard for kids to make the right choice
Moms and dads must help
## Worksheet #4 – Connecting Through Emotion

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Set the stage. Imagine the scenario where the conversation is occurring.</td>
<td>Imagine where the target audience will read/hear/see your messages. Describe a few scenarios in detail. This will help you understand his/her frame of mind when encountering your message.</td>
</tr>
<tr>
<td></td>
<td><strong>EXAMPLE:</strong></td>
</tr>
<tr>
<td></td>
<td>We will reach policymakers in several settings.</td>
</tr>
<tr>
<td></td>
<td>- We will set up one-on-one meetings at their office to go over the details of our plan and the proposed ordinance</td>
</tr>
<tr>
<td></td>
<td>- We will pursue news articles that will be read by the target before or during their work hours, possibly online or on their phone (for Sacramento media)</td>
</tr>
<tr>
<td></td>
<td>- They may read our material when they stop by our booth at the weekly farmers’ market</td>
</tr>
</tbody>
</table>
## Worksheet #4 – Connecting Through Emotion

<table>
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</table>
| B. Consider how you want the audience to feel after hearing, reading or seeing your messages. | List several feelings first and then narrow down to the most important. Explain why they will feel that way.  

**EXAMPLE:**  
We want our policymakers to feel informed, motivated, committed to solving this issue with us. They should feel hopeful that the ordinance will pass with relative ease and that their constituents will support their actions. |
Worksheet #4 – Connecting Through Emotion

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>C. What should be the tone of your messages to match the mood you want</td>
<td>Justify the tone. Explain why.</td>
</tr>
<tr>
<td>to create?</td>
<td>EXAMPLE: Our tone needs to be informative, persuasive, and urgent. We must be careful not to undermine the progress they have helped to lead, but stress how this is the next issue that must be tackled. So we should be respectful and even complimentary while at the same time motivating them to keep going.</td>
</tr>
</tbody>
</table>
Persuasion in Messaging

- Logic = Think
- Credibility = Believe
- Emotion = Feel
- Purpose = Do
Message Formula

Think  Believe  Feel  Do

Cloud  Heart  Emojis  Arrow
Amp Up Your Messages

Think
• This is what I want you to know.

Believe
• This is why you should believe what I’m saying is true, relevant, important.

Feel
• This is my emotional appeal to you.

Do
• This is what you can/should/must do.
Relevant Appeal

What you want to say

Motivations? Interests? Passion?
Choose the Message

• Option #1
  – Parenting is tough enough, but it’s even harder when mom and dad have to be the bad guy and say no to sugary drinks readily offered to their little ones. This ordinance is simply designed to steer kids to healthy, tasty choices that make everyone happy.

• Option #2
  – Drinking even one calorie-loaded SSB can unravel an otherwise healthy day and negate the calorie-burning benefits of physical activity. The Commit2Fit program can’t succeed if our children continue to be tempted by sugary options when they eat out.

• Option #3
  – You have been such a champion for kids in Woodland, and we know you share our commitment to their success. Helping kids make better choices now will help reduce their risk and ensure a healthier future.
Amp Up Your Messages

Think

- Sugar-sweetened beverages, like soda and energy drinks, are part of the obesity problem, particularly among kids. It's important that we help kids choose water instead. A policy to take SSBs off kid's menus is a step in the right direction.

Believe

- Similar policies in places like Davis show that lowering access results in kids drinking fewer SSBs. Taking these items off the menu will steer kids to healthier options. This ordinance is a change that Commit2Fit partners will support.

Feel

- You have been such a champion for kids in Woodland, and we know you share our commitment to their success. Helping kids make better choices now will help lower their risk and give them a healthier future.

Do

- We need your help to protect our kids. Together we can help local restaurants offer better choices to families. This will have a big impact here and also help fight obesity across the state.
Adding an Image

• Sugar-sweetened beverages, like soda and energy drinks, are part of the obesity problem, particularly among kids. It’s important that we help kids choose water instead. A policy to take SSBs off kid’s menus is a step in the right direction.

• Similar policies in places like Davis show that lowering access results in kids drinking fewer SSBs. Restaurants can help with a simple menu change that steers kids to water and milk. As part of the Commit2Fit program, this is an ordinance everyone in Woodland can support.

• You have been such a champion for kids in Woodland, and we know you share our commitment to their success. Helping kids make better choices now will help lower their risk and give them a healthier future.

• We need your help to protect our kids. Together we can work with local restaurants to offer better options to families and get kids to make the healthy choice every time, just like this little guy. This will have a big impact here and also help fight obesity across the state.

Empowered by the healthy beverage choices for his meal, this three-year old enjoys both water and milk at local restaurant.
“Stories are powerful. They are the emotional glue that connects the storyteller with his audience and, more importantly, the audience with the idea the storyteller is trying to convey.”

— Jon Thomas
Power of Stories

• Messages ARE NOT stories
• Stories strengthen messages:
  – Clarify and illustrate messages
  – About relatable people and places
  – Spark emotions
  – Encourage dialogue and engagement
  – Feature series of events on familiar arch
**Story Arc**

1. **Boy lives on distance planet with his aunt and uncle who are farmers. He dreams of something more.**
2. **Boy buys a robot who is carrying a secret message from a princess being held captive.**
3. **Boy learns his father was a great warrior and that he may possess great powers.**
4. **Bad guys want that message and come looking for boy. Boy decides to rescue princess and gets help of space cowboy to do it.**
5. **Boy harnesses some of his new power to save princess. Then he helps to defeat the bad guys.**
6. **Boy is a hero, but must continue his training to continue to fight the bad guys and save the galaxy.**
Story Arc
Story Arc

Problem or Conflict
Hero is met with a problem

Context
Introduce hero of the story, establish “normal”

Problem in Action
The ways in which the Hero is impacted by the problem or conflict

Solution
What the hero had to do or needed to triumph

Solution in Action
Show that life is better for the subject

Call to Action
Be part of the solution
Story Arc in Video

https://vimeo.com/rse/review/197976216/e3a5f88d5d
Story Arc in Writing

**Context**
For most of her life, Rev. Grizzell had to work hard not to be obese. For a long time, she was able to manage her weight with strength training, dancing, skating, bicycling, walking, and some jogging.

**Problem/In Action**
Recently she began to suffer from chronic pain in her lower back resulting from an injury more then 20 years ago. She found herself unable to do the activities she loved. Around the same time she was also diagnosed with high blood pressure, a chronic disease that disproportionately affects African Americans.

**Solution**
Determined to stay healthy, Rev. Grizzell made changes to how she was eating. She added more vegetables and fruit to her diet and switched to soy milk and brown rice. She cut out sugar and foods with low nutritional value. She replaced salt with other spices to add flavor. Not only did she start to feel better but her husband lost weight, too.

**Solution in Action**
Rev. Grizzell says that being part of the Champions for Change program is a great way to help others while also reminding her to stay healthy. Though she admits its a struggle to stay away from sugar and salt, she is motivated to keep going for her family and her congregation.

**Call to Action**
As a Champion for Change, Rev. Grizzell is working with her church, Murph-Emmanuel AME, and Sacramento's low-income African-American communities to spread the word about making healthy change a priority. She is determined to live by the Church's mission that includes not only enhancing members spiritually, but also physically, emotionally, psychologically, and educationally.
Story Arc in a Post

• Gestational diabetes was a wake-up call for Blanca. She made healthy changes, got her glucose under control and had a healthy baby. Now she helps other moms as a Champion for Change. Read about Blanca’s journey: [LINK]
Story Arc in Post

**Context**

- Blanca is pregnant.

**Problem/In Action**

- Gestational diabetes was a wake-up call for Blanca.

**Solution**

- She made healthy changes…

**Solution in Action**

- …got her glucose under control and had a healthy baby.

**Call to Action**

- Now she helps other moms as a Champion for Change. Read about Blanca’s journey: [LINK]
Types of Stories

- **Focus**: What you do
- **Impact**: How you’ve made a difference
- **People**: Who you’ve helped
- **Strength**: How you add value
- **Future**: Where you’re going
Action Items

• Complete worksheet 4.
• Add an emotional appeal to your draft messages.
• Identify at least one story to support your messages.
• Find the story arch in your favorite TV shows and movies!
THANK YOU

Questions?