

## MESSAGE DEVELOPMENT WORKSHEET

# The best defense is a good offense

The message is the fundamental building block of any campaign. Get there by answering these questions:

**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 values do 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 simple, commonsense solution?**

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**CALL TO ACTION**

**What would you like your audience to do?**

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## **YOUR MESSAGE**

**Values + Threat + Solution +Ask = Message. Put it in a paragraph.**

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## **VISUAL MESSAGE**

**Describe the imagery to reinforce your words.**

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## **WHO SAYS?**

**Who are the most credible spokespeople you can recruit, from the perspective of your audience?**

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