

Messaging 101

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CHAMPION
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AGENDA

Introduction

Communications Essentials

Message Development

Closing Remarks

Session Objectives

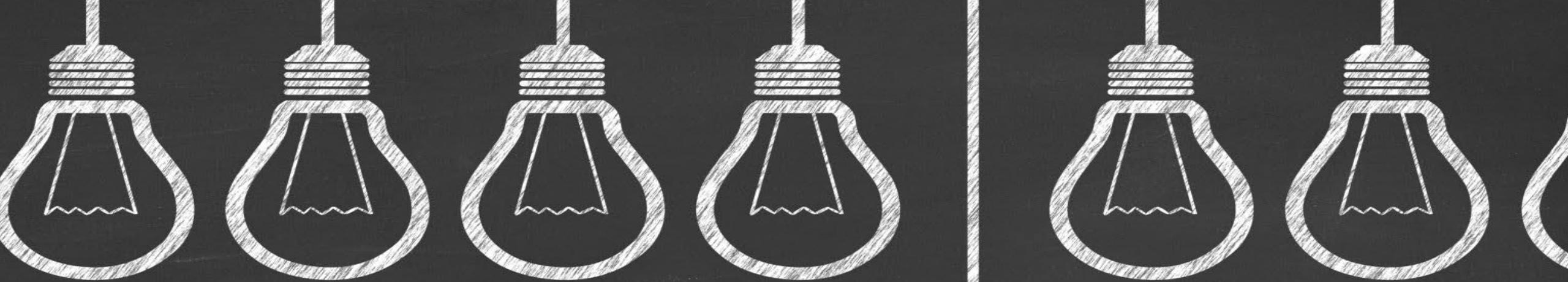
- » Cut Through the Noise
- » Craft Powerful Messages
- » Audience First
- » Tell Stories that Stick
- » Be a Trusted Voice

A World of Clutter

We are bombarded by messages

Most information is ignored

Vital to cut through the clutter



- » Know your audience
- » Know your issue
- » Know what you want to achieve
- » Message appropriately



Cut Through the Noise

A man in a dark suit and tie is shown from the side, aiming a bow and arrow at a large red and white bullseye target. Several user profile icons (heads in circles) are scattered around the target, some inside the rings and some outside. The background is a light purple.

Know Your Audience

- » What matters to them?
- » What's the benefit or risk?
- » Who influences their thoughts and behaviors?

Message Frame

WHAT does your audience need to know?

WHY should they care?

ACTION What **ONE** action do you want them to take?

TELL A COMPELLING STORY

Your Power: Tell A Compelling Story

- Supports message
- Humanizes issue
- Brings data to life
- Memorable
- Repeatable
- Inspires change



Sample Message

WHAT: One in four children come to school hungry at ABC school, according to a study released today.

WHY: Well-nourished children learn more, earn higher grades, behave better in class and are less likely to miss school because of illness.

ACTION: The ABC school PTA urges the food service director to investigate whether federal money is available to offer a breakfast before the bell program.

STORY: In my practice I see patients who have to choose between buying food and paying the rent. Let me tell you about the Brown family . . .

Questions and Answers



Keep the Conversation Going

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Thank you

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