

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:**