

MESSAGE DEVELOPMENT

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ACTION

STORY

What does your target audience need to know?

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

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?

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

What ONE action do you want your audience to take?

Support your message with a compelling personal story

WHO IS YOUR AUDIENCE?

WHAT:

WHY:

ACTION:

SUPPORTING STORY: