



Effective Messaging Cheat Sheet

Below is a structure for your messaging that is proven to help your audience understand what you want, what you are up against, and support your cause.

Each section can be multiple sentences long. This structure works for short messages like a statement to a newspaper and for longer ones like press releases, speeches, or blogs.

<p><u>Goal + Shared Value</u></p> <p>Start with what you want and a shared values statement. This is your chance to say what you're for and to show how it will benefit your intended audience.</p>	
<p><u>Villain</u></p> <p>Name the problem and define the opposition to our shared value. Don't repeat the opposition's argument, even to negate. Frame the opposition as a "hurdle" we can overcome, rather than a "barrier" that stops us.</p>	
<p><u>Vision</u></p> <p>Identify the vision for how we can overcome the villain and reach our shared value. This is the call to action.</p>	

Want more info? Scan the QR code to see the slides from the "Speaking to the Media and the Public with Confidence" workshop. Be sure to look at Presenter Notes in the slides for the complete workshop.

