

# Message Development Worksheet

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What is the issue?

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What is your **overall strategic business objective**?

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## Identify the Real Audience

AUDIENCE	ISSUE	FEELINGS
Primary		
Secondary		

Premise Statement (10-12 words)

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Key Support

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Key Support

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Key Support

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Anecdote

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Personal Story

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Anecdote

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## Build Quotable Quotes

- Short, colorful
- Stand-alone
- Alliteration

Examples:

*“There is no such thing as a sudden heart attack. It takes years of preparation.”*

*“Justice will be swift, certain and severe.”*

Anecdote	Analogy	Anecdote

## Refine the Message

What three words do you want audiences to use to describe you after you communicate?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Confront Challenges

What are two questions you don't want to be asked?

1. \_\_\_\_\_

2. \_\_\_\_\_