

Message, Message, Message

Become a master of your own message. No one knows it better than you. Be clear about what you want to say and say it well.

Messages can be translated into presentations, conversations, interviews, op-eds, press releases, etc.

Rule 1: Don't have more than three or four messages. More than that is too confusing (For T.V., usually one is enough).

Rule 2: Messages are ideas you are trying to get across. They are not necessarily sound bites.

Rule 3: Messages are reinforced by soundbites, phrases, statistics, and anecdotes.

Rule 4: For messages to have impact they have to be repeated over and over again.

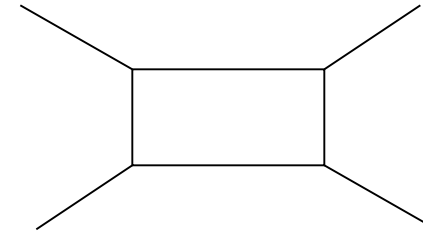
Rule 5: Messages can be tailored for specific audiences, while still remaining constant.

Rule 6: Messages must be simple, but not necessarily simplistic. They are ideas that can be explained in a sentence or two – if it requires a paragraph or two, keep working.

Rule 7: Messages take time to create. Don't rush the process.

Rule 8: Consistent messages should permeate all of your communication efforts, not just media.

Message Box



The message box is designed this way because messages don't need to be delivered in a specific order. In other words, if you wrote messages in the following way...

- 1.
- 2.
- 3.
- 4.

you may think you always have to start with message number one. This is not true. For some contexts, you may find that message one is the place to start, for others, message three is best. Don't worry about exact wording at this point. Make bullets next to the messages and fill in anecdotes, statistics, phrases, and soundbites that reinforce this message.

Keep refining your message. Practice makes perfect

Message Box:

