WORKSHEET 3.4: MESSAGE TEMPLATE

Defining a message that clearly articulates your point of view and engages people to get on board is one of the most important activities of your thought-leadership journey. Use this template to think through what you want to say and how to address the questions others might ask. There is an example on the following page to help guide your efforts.

ISSUE

What idea are you/your team trying to communicate?

SUMMARY

Summarize the idea in one sentence:

OBJECTIVE

Why are you/your team trying to increase awareness of this idea? What do you want to occur as a result of raising awareness?

UNSPOKEN MESSAGE

What are you/your team trying to convey without saying it out loud? This is the hidden or underlying message to your communication that may not be as widely accepted if you put it in so many words.

AUDIENCES

Who are your audiences/constituencies?

Why should your target audience(s) get involved?

Why might your target audiences not get involved?

INFLUENCERS

What stakeholders or constituencies influence your audiences?

Who has to be on board for your stakeholders or constituents to believe in or begin to align with your efforts?

Keep in mind that this is just a starting point. Regularly re-think your messaging and how changing circumstances might impact how it is received.

SPOKEN MESSAGE

What are the top three key messages that you/your team want to convey? For each message, what are the proof points (research, data, past successes, user stories) that clarify and verify what you are saying?

FIRST MESSAGE:

Proof points :

SECOND MESSAGE:

Proof points:

THIRD MESSAGE:

Proof points:

FAQs

What questions are people likely to ask? What objections will they have to you/your team's ideas or point of view? What are the best responses to those questions?