

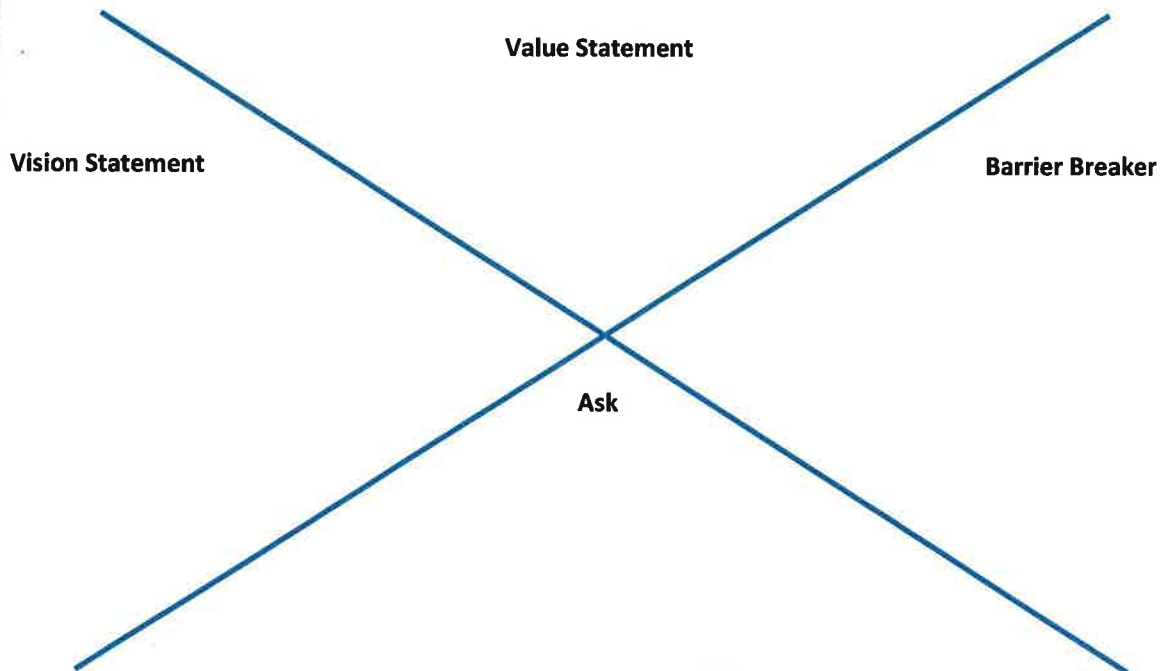
Creating Compelling Messages Worksheet

Who are you trying to reach with this message? *(Remember to keep your audience as narrow as possible and only select one audience at a time – different audiences need different message boxes.)*

Brainstorm a list of values that your audience has. Circle the one that is most important that you will tap into with your message.

Brainstorm a list of barriers that your audience has. Circle the one that is most important that you will overcome with your message.

Now fill in the four sections of your message box.



1 message box

Audience 1:

Value:

Barrier:

Value Message

Vision Statement

Barrier

Ask
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Creating Your Spiel

Audience. Always consider how your description will work with a specific priority audience.

Strong Opening: Vision. You want a hook to pique the listener's interest.

The Need or Problem. Define the task at hand in clear, simple terms that illustrate your work.

Unique Response: Big Picture. Explain concisely what you are doing about the problem. What is the unique value you bring to the table?

Engage them: Ask. Close with an invitation to your listeners to be part of your solution. What can your audience do to engage, assist, or support you or your work?