

Message Development Process

Analyze

- ***Background problem/need that justifies advocacy.***
- ***Evaluate opposition points and other vulnerabilities.***
- ***Define target audiences.***
- ***Establish objective.***
- ***Brainstorm. List preliminary ideas of what you want to get across to people.***
- ***Weed out material that is irrelevant, redundant, too complex, or toxic.***

Construct:

- ***Summarize common themes into 3 or 4 top line advocacy messages that are simple and clear.***
 - Remember category or simple topic references are not messages.
- ***Add support, proof points and message enhancers under top line messages.***
 - Message enhancers include examples, anecdotes, one liners, quotations, meaningful numbers, colorful words and contemporary references.
- ***Add middle theme that represents case being made.***
- ***Conduct worse questions test, identify best answers, utilize ATM.***
 - ATM = Answer – transition – message
 - Determine which questions can be answered by the message itself.
 - Determine which questions require specific answers and note the answers.
 - Determine which questions require diffusers and note the diffusers.
- ***Review and refine.***
- ***Practice aloud.***