



Crafting Your Message

Who is your audience? Be specific.

What does your audience know, value, and care about?

What information do you want to share?

Why should audience care?

Write two analogies, metaphors, or stories to help relate importance of your message?

Refining Your Message

Final message

Talking Point #1

Talking Point #2

Talking Point #3

Remember

Simple – *No jargon*
Passionate – *Show enthusiasm*
Relevant – *Make it relatable*
Focused – *Clear, concise, and direct*