

5 Steps to Creating messages that make a difference

Focus on your audience

Effective messages are created with and for an audience. “Everyone” is not a target audience. Determine who your message is for. Involve your audience and learn what they need and want. Tailor messages so they reach your intended audience, resonate with them, and inspire them to think, feel, and do what the message was created for.

Solve a problem

Audiences are searching for solutions. Find out your audience’s pain points, fears, unmet needs, and unreachd dreams. Provide answers to their questions and solutions to their problems. Listen to their needs and offer options they can choose from to meet their needs in ways that fit their life, their abilities, and their goals.

Speak their language

For a message to be understood and acted upon, it must be in the language of the receiver. Words that are meaningful to the communicator may sound foreign to the audience. Figure out ways to say what you mean using words your audience knows and understands. Say it with heart, not cardiovascular. Simple is best.

Support with evidence and examples

An unsupported message lacks credibility. What is the evidence behind your statements? Share facts and findings in ways the audience can relate to and understand. Examples provide context and make messages meaningful. Choose supporting evidence and examples with the audience in mind. Make them relatable.

Inspire taking action

The ultimate goal of a message is positive behavior change. Craft your messages to inspire taking action and not simply acquiring knowledge. Provide actionable steps that match your audience’s lifestyle and situation. What does your audience want to achieve? Help them get there!