



Messaging Workshop

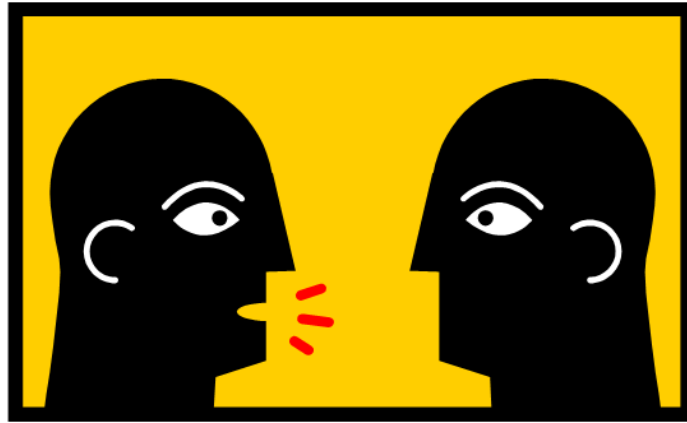
Susan Getgood

**Our goal is to educate or persuade
someone about something.**

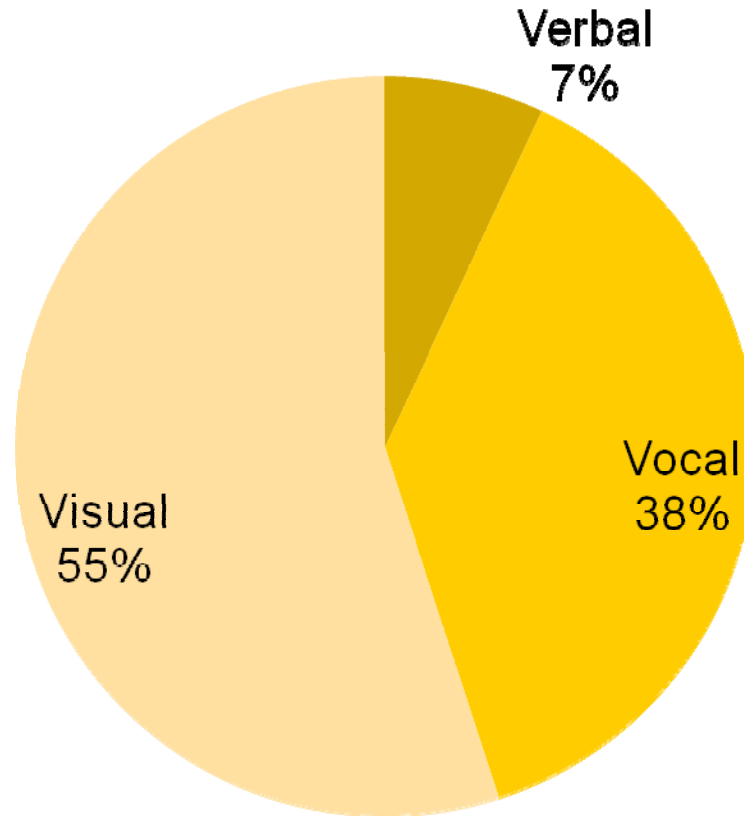
Three Cs of Communication

- **Clear**
- **Compelling**
- **Consistent**

A little communication theory



Mehrabian's Three Vs



The tips

1. Three core messages
2. Structure your message carefully
3. Bridge to YOUR point

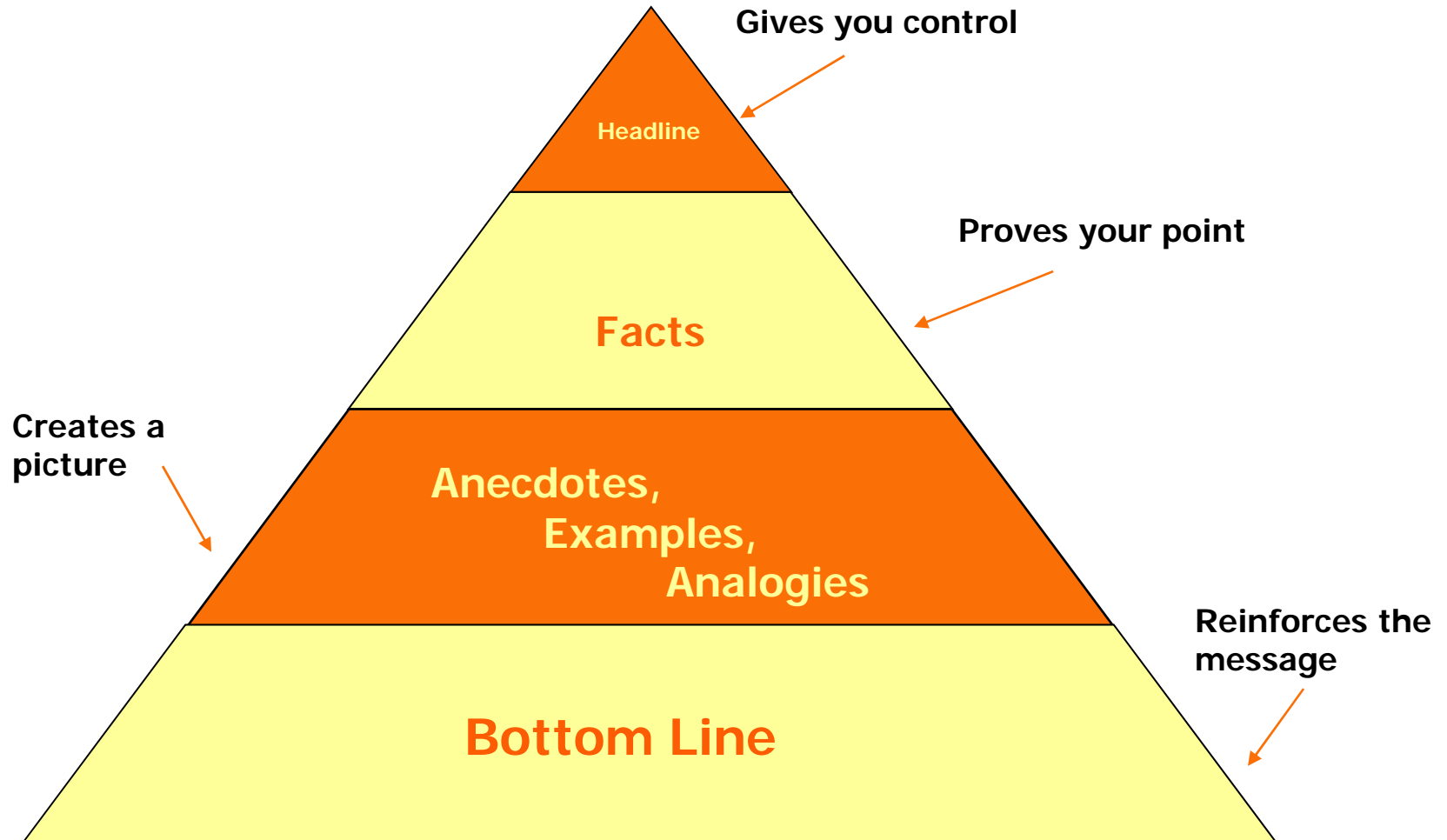
Tip 1: Three Core Messages

- Control
- Consistency
- $3 \times 3 \neq 9 \times 1$
- Conversational

Tip 2: Structure Message Carefully

- Simple visual story
- Answer the question: Why should I care?

The Message Pyramid



Message Types

- Situation (or Pain)
- Company/Organization
- Product
- Issue/Position/Opinion

Tip 3: Bridge to YOUR Point



Question → Answer → Bridge → Your Message

Common Bridges

- Again....,
- The key point here is...
- Let's take that a step further...
- The important thing to remember is...
- The real issue is...
- You should also know that...
- I don't really know, but I can tell you that...

Messages and FAQs

- Messages are the story you want to tell
- FAQs are the questions you expect you'll have to address
- Lead with the message, NOT the FAQ.

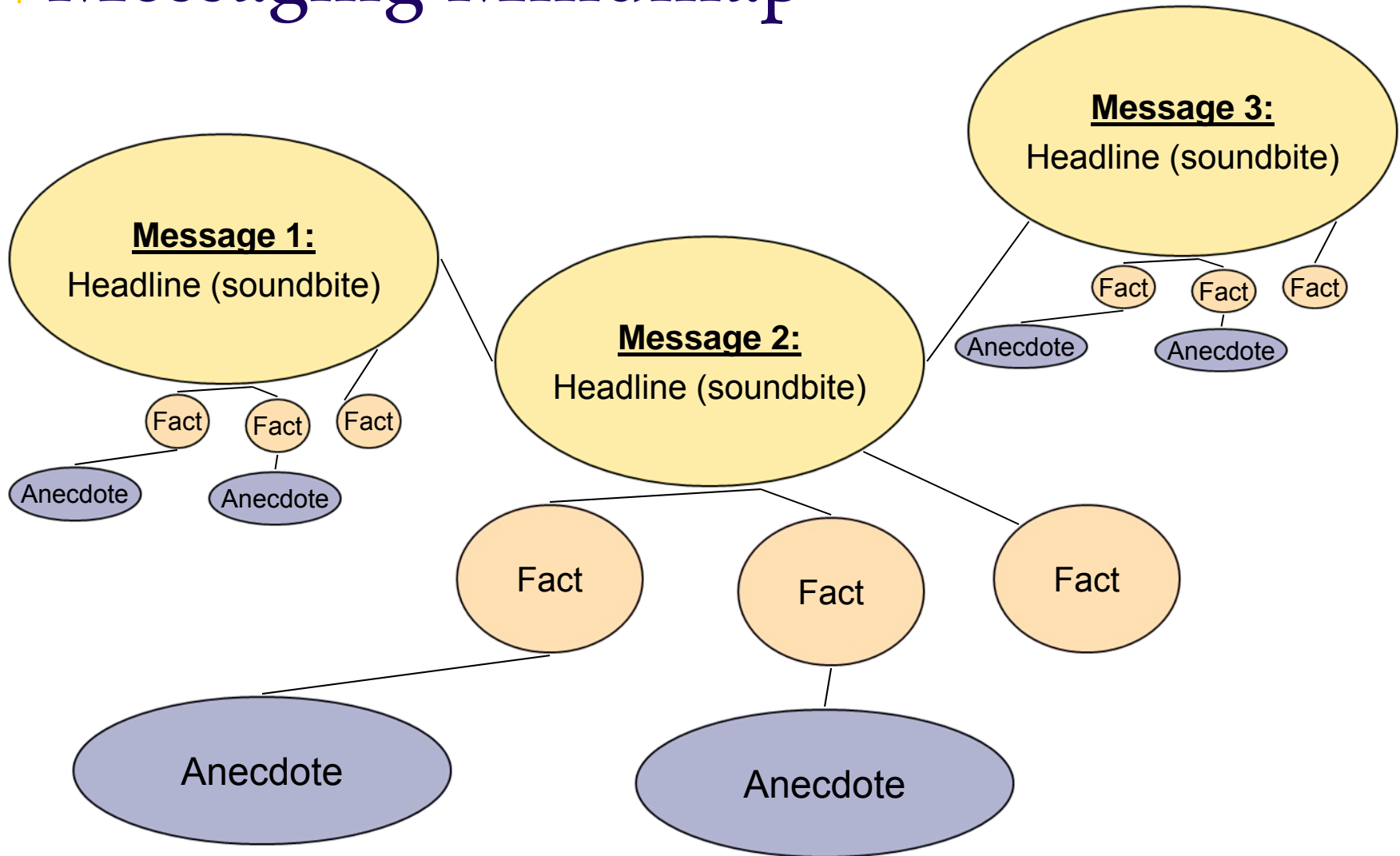
Three Tips

- Have 3 core messages and stick to them.
- Structure your message carefully to get the point across in the fewest words possible.
- Answer the question and then bridge to YOUR point.

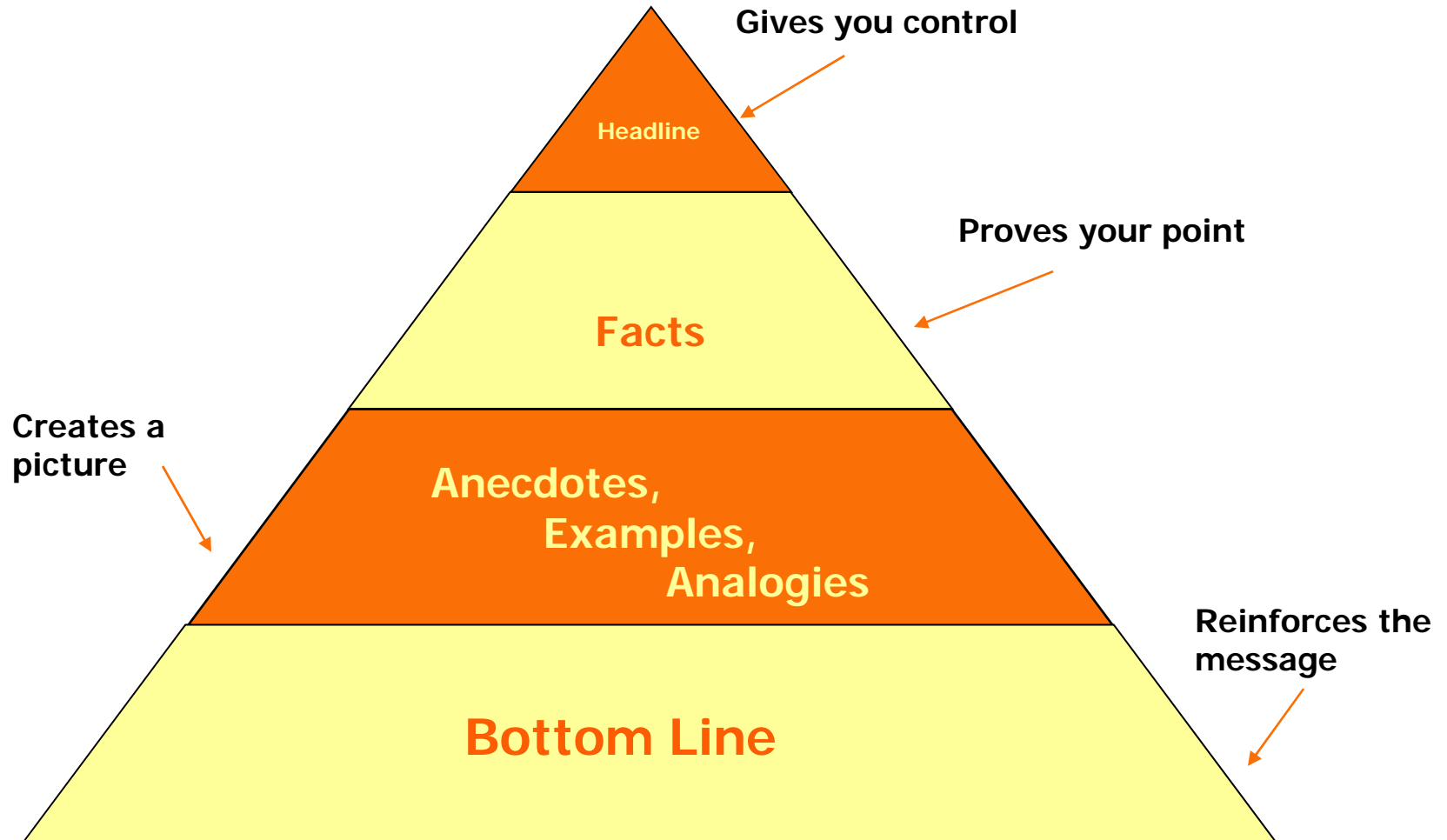
Message Development

- The facts as we know them
- Topics for messaging
- Tools

Messaging Mindmap



The Message Pyramid



A final test of an effective message

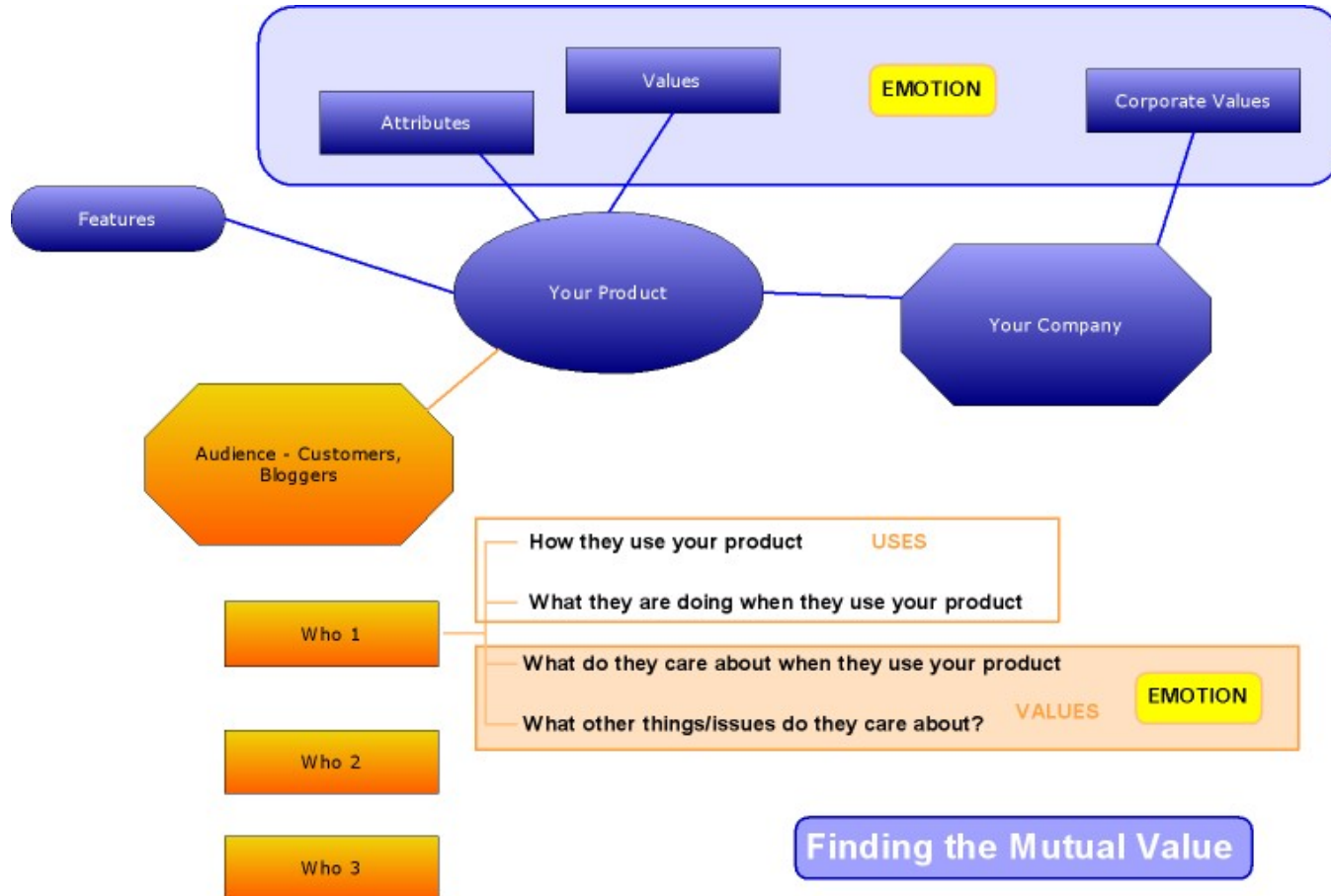
- Matters:
 - Relevant and important to listener
- Unique
 - Differentiated from other stories/promises
- Sustainable
 - Meet expectations. Evidence of claims.
- Tangible
 - Clear call to action – listener wants to DO something as a result.

- original source [The Marketing Playbook](#) by John Zagula & Richard Tong

Using messages

- With journalists
 - Defined context
 - Rules of engagement understood
- With customers, including bloggers
 - Many possible situations
 - Need to understand the specific context to make the message matter

Context → Value



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Questions?