



Making Your Message Count- Getting What you Want

Crafting Core Messages

- The goal: write a message that: 1) will inspire people to act, and 2) does not put up any barriers to being read, heard or seen all the way through to the end
- Two steps to an awesome core.
- Step #1: Start with a great first line. Chances are it's not your mission.
 - Think about...
 - Your value, your worth
 - What you contribute to society
 - Why you matter.
 - How you're different. What makes you special.
 - How you're better than your competition.
 - Ask this question: We make this world a better place by...
- Step #2: After you write a great first line, add some details (4-6 bullets)
 - Talk about what you do. But...Be concise.
 - Use great stats. But...Pick the best three.
 - Tell a great story, but...Tell a third of it, and avoid drama.

Writing Tips: Dos and Don'ts

- Do:
 - Engage external stakeholders to find out what matters to them
 - Focus on being compelling, concise, punchy, interesting and different
 - Know that people want to be part of a solution, not a problem.
 - Tell the consumer:
 - How you make a difference - differently
 - How you ensure quality
 - What you explicitly want them to do
 - How to do it

- Get excellent writers, artists, programmers and printers
- Don't:
 - Be lazy with your language!
 - Be desperate
 - Think you're the only one solving a problem
 - Be self-righteous
 - *Should* on people

Lay Out Tips

- Let there be white space
- Do not fall in love with your words. Cut after lay out
- Use lots of graphics/photos, but make sure they mean something
- Engage a great artist and printer. Think about your paper and the size of the screen

Speaking Tips

- Find your energy, or don't do it
- Ask the audience what's important to them ahead of time
- Pay attention to non-verbals

When You're Ready to Get Your Message Out There...

- Test test test
- Train train train – staff, board, volunteers
- Feedback:
 - Ask for it always
 - Respond gracefully

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