
STAKEHOLDERS/AUDIENCE

Name/Group

Concerns/Perceptions

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BRAINSTORMING MESSAGES

Think freely about your message. Jot down all related ideas. Then prioritize the list, eventually working the list down to 3 key messages. The other ideas generated during the brainstorming may serve as supporting facts for the 3 key messages.

Ideas:

MESSAGE DEVELOPMENT WORKSHEET

Key Message

Develop 3 Key messages, 7–12 words.

Key Message 1: _____

Key Message 2: _____

Key Message 3: _____

Supporting Facts

Develop 3 supporting facts for each message.

Support Fact 1: _____

Support Fact 2: _____

Support Fact 3: _____

Support Fact 1: _____

Support Fact 2: _____

Support Fact 3: _____

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Support Fact 3: _____

MESSAGE MAPPING TEMPLATE

AREA OF CONCERN

KEY MESSAGE #1

KEY MESSAGE #2

KEY MESSAGE #3

Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #2	>
-----------------------	---

Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #3	>
-----------------------	---

Supporting Fact #3	>
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Supporting Fact #3	>
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AREA OF CONCERN

KEY MESSAGE #1

KEY MESSAGE #2

KEY MESSAGE #3

Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #3	>
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Supporting Fact #3	>
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Supporting Fact #3	>
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AREA OF CONCERN

KEY MESSAGE #1

KEY MESSAGE #2

KEY MESSAGE #3

Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #3	>
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Supporting Fact #3	>
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Supporting Fact #3	>
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MESSAGE MAPPING TEMPLATE

AREA OF CONCERN

KEY MESSAGE #1

KEY MESSAGE #2

KEY MESSAGE #3

Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #1	>
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Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #2	>
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Supporting Fact #3	>
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Supporting Fact #3	>
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Supporting Fact #3	>
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MESSAGE MAPPING TEMPLATE

AREA OF CONCERN

KEY MESSAGE #1

KEY MESSAGE #2

KEY MESSAGE #3

Supporting
Fact #1

>

Supporting
Fact #1

>

Supporting
Fact #1

>

Supporting
Fact #2

>

Supporting
Fact #2

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Supporting
Fact #2

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Supporting
Fact #3

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Supporting
Fact #3

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Supporting
Fact #3

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