Developing Your Key Messages

Key Message Definition: A key message is a concise statement written for a target audience that summarizes your argument.

Instructions:

1. Write your target audiences in each row across the top of the chart.
2. Write down an attention-grabbing fact you want to use for this audience.
3. Write out your call to action.
4. Now connect the fact or problem to the call to action. Make sure to write this connection so that it’s related to your target audience.
5. Take all the pieces and put them together in this order:
   * 1. Attention-grabbing fact b. Connection between the fact and call to action c. Finish with the call to action

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| **Step 1 Target Audience** | Example:  Household Food Purchasers |  |  |
| **Step 2 Attention-Grabbing Fact** | Example:  Did you know that Americans waste 25% of the food they buy? |  |  |
| **Step 3  Call to Action** | Example:  Plan your week’s meals before going to the grocery store! |  |  |
| **Step 4 Connect your fact to your call to action** | Example:  Think of all the money you could save on groceries by not wasting food! It's time to do something about it. |  |  |
| Guess what? You’ve just built your Key Messages, but they’re in the wrong order!  Rewrite the above elements into a cohesive statement with what you wrote in Step 2 first, then Step 4, then Step 3. | | | |
| **Step 5 Build Your  Key Messages** | Example: Did you know that Americans waste 25% of the food they buy? Think of all the money you could save on groceries by not wasting it! It's time to do something about it. Plan your week’s meals before going to the grocery store! |  |  |