

MESSAGING 101

*The Art and Science of Creating
Powerful Messages*

Medicine for these times

- Antibiotics can be in pill form or a shot in the ass. Either way it gets it in the system, and hopefully, if the system is ready and responsive, it will heal.



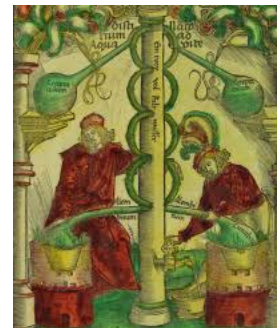
- The Science of campaign strategy helps us get to a proper diagnosis.
- The Art of messaging helps us encapsulate the medicine your work brings into pill form. Here are some tips on how to do it.

The Science of Campaign Strategy



Campaign as Narrative (aka Alchemy of Story)

- We have a state of things, we want to produce a different state of things.
- We will deliver this new state not by brute force but by the mighty pen (and twitter and Instagram, etc)
- You are the teller of a story of transformation. That is what your work is really about.



Present State

- What is the problem?
- How are things now?
- What is wrong?
- Why does it matter?
- Who is affected?
- What is at stake?



Characters

- Who are the people involved in the situation that you are trying to change?
- Who are the players, influencers, stakeholders, constituents in this scenario?
- How much power do you think they have?
- Who are the most critical players?
- Who holds, or will hold, the power to make this change?



Happy Ending

- What is your proposed solution to the problem?
- What is your Campaign goal
- What is our desired outcome
- What are you trying to accomplish?
- What change do you want to see in the world?
- What is your campaign or communications effort aiming towards?



Theory of Change

- How do we believe this change will come about?
- What will happen to change the present state to the happy ending?
- What needs to happen in order for the change to take place?
- What is the most bang for buck you can have in this scenario?
- How can you get these people to take the desired actions?
- What laws need to be passed?
- Which companies need to change their practices?



The Art of Campaign Messaging



What is the Message?

- Clear: What is the problem, what is your proposed solution, how will your audience help/ benefit by your solution.
- Compelling: Part of a larger story, with a threat that must be averted and also a happy ending. Emotionally engaging.
- How to come up with the messages?



Good Ol' Fashioned Brainstorming

- Volume of ideas is critical to generate great ones. Just when you think you're out of ideas you'll start coming up with the really good ones, so don't give up too soon.



Linking Unrelated Concepts

- List a whole lot of things that have nothing to do with what you're working on. Then work on potential link.
- Think of "your topic" "and "something else" for example: climate change and rollercoasters, climate change and wine, climate change and doctors who work in hospitals, climate change and rock bands...
- See what creative, new useful ideas for your messaging you can come up with using this tool.

Test, rinse, repeat

- Test your messages. Even if you don't have money for focus groups or more sophisticated testing, try at least some rudimentary ways of tracking how your audience responds to your messages.
- And repeat, repeat, repeat.



Stay in touch!

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