

## MESSAGE PREPARATION WORKSHEET

Many people like to use worksheets for designing a message. This tool is great for planning complex reports and presentations; even meetings. It will guide you through: Clarifying the topic scope and objective for your message, analyzing your audience, outlining key message points, identifying resources and materials needed, anticipating questions and objections, choosing the date and delivery method, identifying who needs advance notice; and giving early thought to follow up actions.

<b>Topic Description:</b>		<b>Audience Analysis:</b>	
<b>Objective:</b> Why do you want to communicate this message?		1. Who are they?	
		2. What's at stake for them?	
		3. What do you want them to do?	
		4. What do they know about the topic?	
<b>Obstacles:</b> What could get in the way of your objective?		5. What don't they know?	
		6. When do they need this message?	
<b>Outline of Details:</b> List here key words or phrases to remind you of the information you want to cover in your detailed message; e.g. history, facts, opinions, emotions, opportunities, risks, etc.			
<b>Key Message Point #1:</b>		<b>Resources and Materials Needed:</b> E.g. research, feedback, slides, handouts, other.	
		<b>Anticipated Responses to Questions and Objections:</b>	
<b>Key Message Point #2:</b>		<b>Resources and Materials Needed:</b> E.g. research, feedback, slides, handouts, other.	
		<b>Anticipated Responses to Questions and Objections:</b>	
<b>Key Message Point #3:</b>		<b>Resources and Materials Needed:</b> E.g. research, feedback, slides, handouts, other.	
		<b>Anticipated Responses to Questions and Objections:</b>	
<b>Opening statement:</b> Now that you have your key messages, what lead in will grab their attention?		<b>Closing Statement:</b> Recap highlights if necessary and ask for the action you want.	
<b>Timing and Delivery Method:</b> When and how will you deliver this message?		<b>Preliminary Tasks:</b> E.g. advance notice to anyone, seeking early buy-in, inclusion of any colleagues, etc.	
		<b>Follow Up:</b> Actions to take after message is delivered.	