

Manufacturing Memorable Messages



Choosing words that inform,
educate and inspire

Messages Must “Connect”:

- People are overwhelmed by messages in their daily lives
- The first challenge for YOUR message is to penetrate this noise
- To do this, your message has to be heard and absorbed by a distracted listener

Messages Must: “Break Thru the Clutter”

- What makes your action or challenge impressive, noticeable or striking?
- Don't shout....You can often command attention by speaking softly in a roomful of shouting people.
- The most effective messages make an emotional connection with the audience.

Messages Need to be: **Compelling**

- Is your message forceful?
- Have you connected with the hopes, dreams and/or fears of your audience?
- Have you persuaded your readers that they really need to learn more, think about something differently, do something differently?

Your Message Needs to be Clear

- Is it instantly obvious what you're talking about?
- Why should I care? Why should I take action? How should I respond?
- What are the risks/benefits posed/offered to me, my family?

Your Message Needs to be **Credible**

- Are you delivering a message that is honest, realistic, believable?
- To what degree have you convinced me to listen to you?
- Do you use our past history, our track record, our “story” enough to build our “brand”?

Challenge # 2

Get Them Involved

- Remember “head” and “heart” in your communication....
- People humans typically act on their emotions while using logic to justify their behavior.
- Humans instinctively move from pain to pleasure. With all that in mind, let's focus on tying into human emotion and logic.

Is Your Message Emotional?

- Does your message move your audience to laugh, cry, get angry?
- What have you done to arouse your audience's spirit? Sense of justice, fair play, decency?
- Does your message elicit exciting, poignant or even disturbing feelings?

Is Your Message Insightful?

- Have you made your audience aware of a new dimension to the problem or....
- Having read or heard your message, will they say to themselves, “I’ve never thought of it like that before.”
- Offering a new way to look at something can be very powerful.

Is Your Message Informative?

- What can they learn from your message?
- Are you revealing new, important or little-known information?
- Even if it doesn't resonate immediately, is your message still helpful in some way?

Challenge #3: “What’s in it for me?”

- Messages are usually evaluated from a self-interested point-of-view.
- Make it personal....deliver custom-tailored data that meets your audience’s most basic wants & needs.
- Help solve a problem, offer alternatives, give “inside” information.

Is Your Message Relevant?

- Have you made both the message and offer/proposal important to your reader?
- Is it easy for your reader/listener/viewer to understand and relate to your offer/proposal?
- Does it make sense in their “world”?

Why Is Your Message Valuable?

- Have you demonstrated how/why your message is important or useful?
- Have you persuaded your audience that your offer/proposal is worth their time and attention?
- Can your audience quickly see how this information will make their or their family's life better?

Challenge #4: Telling Them What To Do

- At the end of the day, what we want to do is inspire or drive action.
- How moving is your message? Does it have the power to overcome the irresistible inclination to remain at rest?
- If action-oriented, does your message have a clear sense of urgency?

“Top-Three” Tips for Building Sticky, Powerful Messages

- Never stop simplifying! Even when you think it's too simple.
- Metaphors & analogies are “money in the bank” to get your point across.
- Invite your audience to take action, get personally involved....and then tell them exactly what to do next.



Questions?