Clarify your core message

Clarify your core message

Clarify the message strategy

Distill your message

Vehicles for your message

Clarify the message strategy

The message strategy spectrum

← →

Convince **Clarify**
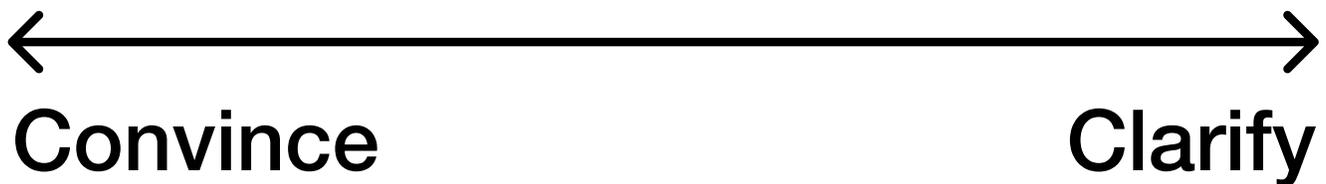
	Message type	
Motivational	Message type	Informational
Why it matters	Description	What it is
Build trust in message	Value	Unpack details
Inspiring stories, 101 training	Examples	Explanations, 201 training

Assess what your message strategy should be

Audience

Awareness	How much exposure and awareness your audience has to the topic	← — — — — — → low high
Skill	The amount of talent your audience has in the topic area	← — — — — — → low high
Resistance	The perceived amount of push back you might receive on the topic	← — — — — — → high low

Content

Location in training	The time during which the content or topic will be shared in a training	← — — — — — → start end
Purpose	The intent behind this section of content	← — — — — — → inspire instruct

Summary

Assess	Average each of the ratings from left to right to have a summary	← — — — — — → Convince Clarify

Decide on your message strategy

Find the WHY

Often the WHY behind a message is assumed and not made explicit. Take time to isolate the WHY from the WHAT by mapping it out

Clarify the WHAT

Unpack the details of what you are looking to explain in your message. Create a hierarchy of information to determine what is most important.

WORKSHEET
Message strategy

Topic

WHY
Define the WHY behind your message

WHAT
Define the WHAT behind your message

STRATEGY
Define how you will blend the WHY and the WHAT in your message

Visually sketch the flow and percentage of each below

Determine the STRATEGY

Messages do not exist on one end of the Convince ←→ Clarify spectrum but are a blend of both. Map out how you will blend both to meet the needs of your intended audience and the context the message will be used in
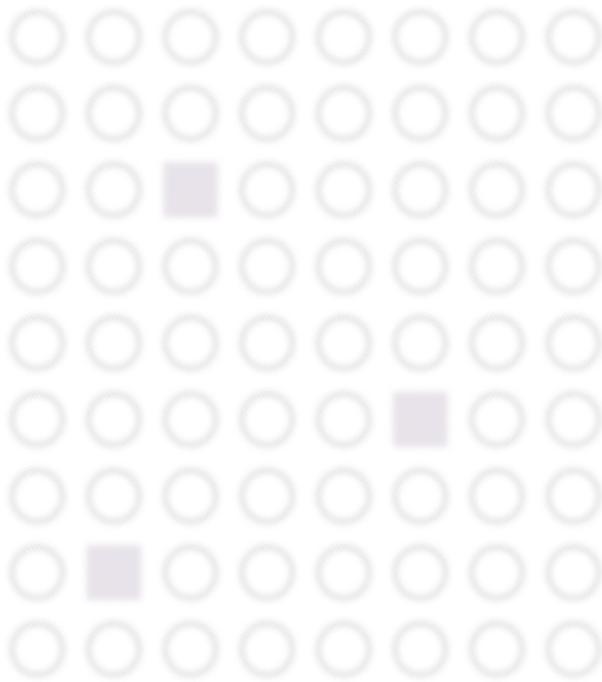
Example

| why | → what | → why |

Types of message strategies

convince	clarify

skeptics   explorers   practitioners   experts

Pitch

why	what	why

Description

why	what

Training

why	what	why

Distill your message

Find the **core** message

the clutter

the **core**

Clarify your core message

Distill

Find the essence of your message by first writing at length and then distilling it down again and again into a denser form.

Decompose

Break down your message into its component concepts. This allows you to refine out unnecessary concepts and identify which ones are most important

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WORKSHEET

Distill your message

Topic

Distill

Write a paragraph describing in detail what you are trying to communicate

Summarize the message in three sentences

Summarize the message in one sentence

Decompose

List out all the concepts contained in your message as isolated components

Force prioritize which concepts are the most important

MOST IMPORTANT
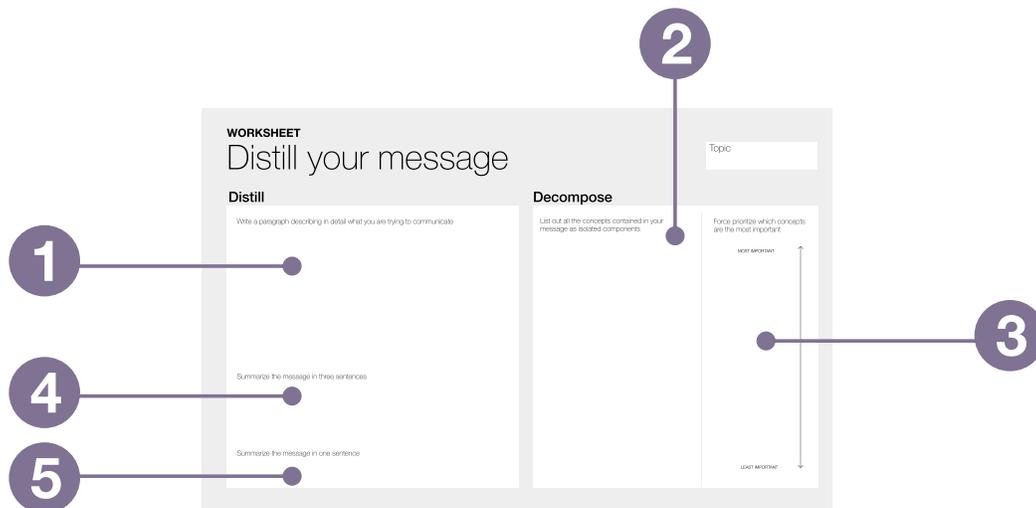
LEAST IMPORTANT

Core message

The end goal should be a simple and accessible one liner that perfectly captures the idea you want to communicate

Prioritize

After breaking down the concepts you can force prioritize them to see what the primary emphasis you are trying to make is

Clarify your core message

1. Write a paragraph describing in detail what you are trying to communicate

2. Extract and list out all of the distinct concepts that were contained within your detailed paragraph

3. Force prioritize all of the concepts from least important to most important

4. Re summarize your message using only a maximum of three sentences

5. Finalize the distillation of your message by summarizing it into a single sentence

Vehicles for your message