



Make Your Message Count!

General Overview:

- ✓ **Be Clear:** Easy to understand and remember no matter the audience.
- ✓ **Be Concise:** Direct and to the point without unnecessary insertions that may distract from your main points.
- ✓ **Be Credible:** Believable - backed by supporting details.
- ✓ **Be Compelling:** Catch your audiences' attention and inspire them to take applicable action.
- ✓ **Be Consistent:** Make your message repeatable and able to be cut into bite-size information pieces that can be incorporated into varying communications formats.
- ✓ **Be on Guard:** Stay on message and in control of the conversation.

Understand Your Personality Strengths

Leader: good at making decisions and very goal-oriented

Influencer: very social, loves people and having fun

Loyal: easygoing, steadfast, good at making friends

Industrious: organized and process-oriented

Be Memorable and Influential:

Informative: **You pull others** to your point of view by bridging an information gap for your listener and motivating them to change. You engage and educate your listener by providing them an explanation for viewpoint or position change. Your goal is to motivate them to see the possibility of changing to another viewpoint or position.

- ✓ Briefly summarize your key points
- ✓ Give details, clarification, and background
- ✓ Answer any obvious question(s) you think may arise from your key points
- ✓ Point out areas of concern and explain the benefit to the listener of shifting toward your point of view
- ✓ End by restating your key message

Persuasive: You push your influence onto others, moving them to a viewpoint or position change by increasing the rationale for change. You convey logical reasoning, potential rewards, incentives, or consequences to shape the listeners beliefs, values, attitudes, or behaviors and gain their buy-in. Your message should convey benefit or value to your listener. Your goal is to appeal to them for a response.

- ✓ Present a claim: what is, what should be, or how it should be
- ✓ Provide evidence to support your claim and main points
- ✓ Justify the content of your claim and evidence

Personalize Your Views:

Tell Your Story: Describe a particular example or a particular issue that is of most concern to you.

- Talk about your “a-ha” moment when everything shifted for you, and this became an important issue
- ✓ Gather facts, data, and public opinion poll information that support the key point of your message
- ✓ Prioritize which facts, data, and information will best enhance your message
 - **Remember:** Too much information can alienate your listener
 - **Your Goal:** Be memorable AND repeatable
- ✓ Decide if you are trying to get your listener to make a decision or have a robust discussion

You can lead in with something like...

 - You may not be aware, but _____ (make your main point here.)
 - **I’m about to share something for us to consider in light of**
_____ (make your main point here.)
- ✓ Visuals are always a great reinforcement
 - **Consider** making or sharing videos, graphics, or photos to strengthen your message online
- ✓ An emotional conclusion can have a powerful, long-lasting impact on your listener(s)
 - Review your main point and tell others what they can do next.
 - A call to action helps galvanize your listener(s) and inspire others to join you.



Look the Part:

- ✓ Model yourself after someone you admire that holds *your* attention when they speak
- ✓ Out-dress your listening audience so you stand out in the crowd

Remember: 55% of your message is appearance and body language

Be Ready for Questions:

If a general question is posed to you, don't be afraid to answer if it will allow you to get your "main message" out or validate your message points.

- ✓ Answer concisely, honestly, and quickly. Be "politely" assertive, yet not combative, to get your point across.
- ✓ **Don't get trapped** into answering questions that try to divert you from the message you want to convey.
 - simply transition away from answering those types of questions by using a transition statement.

Sample Transition Statements:

Transition statements are used to keep you from getting distracted or backed into a corner of defensiveness. They allow you to divert back to your main point and remain in control of your conversation.

- ✓ **You obviously are distracted by media noise, here are the facts you need to know.** _____ (insert your main point.)
- ✓ **People make statements like that all the time when they've been misinformed. Here's what you need to know** _____ (insert your main point.)
- ✓ **Your question to me mischaracterizes the most important issue here. What really matters is** _____ (insert your main point.)

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- ✓ **Your statement is avoiding the more important issue here _____ (insert your main point.) is what really matters.**
- ✓ **When you look at all the facts you see _____ (insert your main point.)**
- ✓ **Let me tell you what research shows _____ (insert your main point.)**
- ✓ **That's not what we're talking about here. What we're talking about is _____ (insert your main point.)**