

# Messaging Exercise Worksheet

Each of the following boxes has a question that you should be able to address in no more than three sentences (ideally one sentence). They will be mixed and matched as you speak with different audiences, but your messaging must address these issues.

<p><b>Problem message.</b> This message explains to your audience what you seek to address or fix. It should frame the challenge in a way that matches your solution. (That is, the problem should be framed in such a way that the solution clearly address it.)</p>	
<p><b>Solution message.</b> This message describes what you and others plan to do or have done about the problem.</p>	
<p><b>Urgency message.</b> It's always important make it clear why now is the time to act. There are a lot of competing issues – why must this one be addressed now?</p>	

<p><b>Hope.</b> What is it that you hope will ultimately happen or be different because of this work?</p>	
<p><b>“Ask” message.</b> What do you hope your audience will do next?</p>	