

April 2018

Winning with Words

Message Development and Delivery

“Social movements rise and fall on how well they reflect public values and appetite for change.”

-- John Russonello

STEPS TO EFFECTIVE STRATEGIC COMMUNICATION:

- Set Your Goal (What does success look like?)
- Define your target audience (Who do you need to convince?)
- Appeal to **values** (Why does my audience care?)
- Identify a credible **threat** to those values (What the problem?)
- Simple, common sense **solution** (How should we fix it?)
- Give people something to do
- Have an anecdote or story
- Anticipate attacks
- Use images
- Be repetitive
- Messengers must complement messages

CONTACT

Ben Long
Senior Program Director
406-257-8302
ben@resource-media.org

PRIMARY VALUES*

Responsibility to care for one's family
Responsibility to care for oneself
Personal liberty
Work
Spirituality
Honesty/Integrity
Fairness/Equality

SECONDARY VALUES

Responsibility to care for others
Personal fulfillment
Respect for authority
Love of country or culture

THE FOUR COUNTER ARGUMENTS

- "It costs too much"
- "It infringes on our lifestyle"
- "You're exaggerating"
- "We're already taking care of that"

REMEMBER!

Message = Values + Threat + Solution
Success = Message + Credibility x Repetition
Defuse — don't repeat — your critics
Simplify, simplify

*Source: John Russonello, Beldon & Russonello Strategies.