

MESSAGE WORKSHEET

SUBJECT / SCENARIO:

| AUDIENCES | WHAT INFORMATION I KNOW | WHAT INFORMATION I WANT MY VARIOUS AUDIENCES TO KNOW – KEY MESSAGES | WHAT ACTION I WANT THOSE AUDIENCES TO TAKE AS A RESULT OF MY MESSAGES |
|-----------|-------------------------|---|---|
| 1. | | 1. 2. 3. | |
| 2. | | 1. 2. 3. | |
| 3. | | 1. 2. 3. | |
| 4. | | 1. 2. 3. | |
| 5. | | 1. 2. 3. | |
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