### WHAT IS YOUR GOAL?

- How could we change how the issue/org is currently framed?
- How can we position relative to other issues, orgs, policy stands?
- What question do we want people to answer in forming an opinion?
- What is the client’s unique position in the debate?
- What are our main “factoids” to support our position?
- What facts might we need to create or find from new research?
- Where does our credibility come from?

### POSITIONING

### FACTS

### NARRATIVE

### TONE

### MESSAGING DIFFERENCES BY TARGET AUDIENCE

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<tr>
<th>Message For Audience 1</th>
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### MESSAGING FRAMEWORK

- What’s the story here?
- Who are the heroes and villains of the story?
- What’s the tension?
- Why is this new and relevant?
- What would facilitate a back and forth conversation?
- What is the tone we want to strike?
- What are the sensitive areas and pitfalls we need to navigate?
MESSAGING FRAMEWORK

BRAND/NAME

TOPLINE MESSAGE

SUPPORTING POINT

SUPPORTING POINT

SUPPORTING POINT

SUPPORTING POINT