WORKSHEET

Developing Effective Messaging

To build a high-level narrative that is concise, clear and directive, follow the "*What, So What, Now What*" Model, also called the "reflective" model, because it guides the user to think about the next steps.

Directions

Answer the following questions in the most concise way possible.

What?

What issue or opportunity are you addressing?
Name the problem you are trying to solve or the gap you are addressing.

How does it connect to your audience's values?
Link the problem or gap to what your audience cares about.

So What?

What solution do you offer?
Determine clear, actionable recommendations that are practical and achievable for the audience.

Why should this audience care?

What benefits will they get?

Now What?

What do you want this audience to do?

Explain why immediate action is necessary and how their involvement can make a difference.

What specific action are you asking for?

Clearly state what you want your audience to do next.