



# Elements of an Effective Message

- **An Effective Message is Clear and Concise**
  - Don't over explain your issue
  - Start where common ground can be formed with your audience
  
- **An Effective Message Connects with a Person's Interests**
  - A message is a conversation
  - A good conversation is mutually respectful, interesting and informative
  - A good conversation invites the person in
  
- **An Effective Message Communicates Our Values**
  - Don't just talk about people losing their jobs
  - Talk about the value of ensuring economic opportunity or good jobs for all Americans
  - Key Words: We are caring. We believe in freedom, opportunity, community, honesty, trust, service and protecting our country
  
- **An Effective Message Is Useful Only If That Message Is Repeatedly Delivered**
  - Individuals are bombarded with hundreds of messages every day
  - The way to break through is for everyone to stay on message
  - The way to stay on message is to be disciplined
  
- **An Effective Message Might Be:**
  - "Just Do It"
  - "Protecting America and Winning the War on Terrorism Is My Number One Priority"

*Courtesy of the Wellstone Institute*