In the next chapters, we'll cover in detail how to create your **Message**, and how you can best **Express** your message. You'll learn how to convert your data insights into a compelling data story.

In short, we'll cover these questions:

﻿﻿

**Message:**

- What is your key message in 1 sentence?  
﻿﻿

- What data insights should I share?

- What can I leave out?

- Storyline: what order makes most sense to my audience?

﻿﻿  
﻿﻿

**Expression:**﻿﻿

- What stories can I include?

- Can I include characters (customer personas)?

- How can I stage my content, showing data insights one by one, to avoid overwhelming my audience?

﻿﻿

As said, we'll get into more details in the next chapters.  
﻿﻿

For now, here are 5 things you want to avoid when you present data to a business audience.

﻿﻿

