



Build your team.
Build your business.

Message Development Worksheet Template

This template provides a structured format for crafting your core message. Fill out each section to develop a message that is clear, compelling, and memorable.

Step	Task	Your Input
1	Define Your Objective	What is the primary goal of your message? What action do you want your audience to take?
2	Know Your Audience	Who is your audience? What are their interests, needs, and pain points? How much do they already know about the topic?
3	Find Your Key Points	What are the 3-5 key points that support your objective? Why are these points important to your audience?
4	Craft Your Story	Can you relate your key points to a story or anecdote? How will this story help illustrate your message?
5	Simplify Your Language	Remove any jargon or technical terms. Can you explain your key points in simple terms?
6	Engage With Emotion	What emotions are relevant to your message? How can you ethically evoke these emotions?
7	Incorporate Visuals	What visuals can you use to support or enhance your key points? How will these visuals help your audience understand and remember?
8	Call to Action	What is the clear and concise call to action? How can you make it easy for your audience to take this action?
9	Practice and Feedback	Rehearse your message and seek feedback. What parts are most engaging? What could be improved?
10	Finalize Your Message	Refine your message based on feedback. Ensure it is coherent, concise, and ready for delivery.

Use this template as a guide each time you need to develop a new message. With practice, these steps will become second nature, allowing you to craft compelling messages with ease.