The Message Box

Audience: Who is impacted by this? Who can change this? Who cares about this?

What specific dimension of the issue are you addressing?

Problems?

Issue

Benefits?

Who does this help and how? What improves in the short-term? Long-term?

Broadly, what are you working on? What keywords would you search to find your topic online?

So What?

What does your audience value? How does this impact them or something they care about?

Solutions?

What can be done to address the problem? Or what are you doing to address it?