

# Message Worksheet

## Step 1: Brainstorming Your Message

Whether talking with a reporter, a legislator, or community group, it is essential to have a clear, simple message to reiterate. What is the one thing you want your audience to take away from this interaction? This worksheet will help you distill your message for any audience.

### Remember...

- Keep it simple.
- Be passionate!
- Make it local or audience-relevant.
- Use examples.
- Tell stories.
- Avoid jargon.

**Who is your audience? (Policymaker, journalist, community group, etc.)**

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**What are your audience's interests and values?**

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**What is this message about?**

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**Why is it important to this audience?**

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**Use one or more examples or metaphors to explain this message, including a solution (if relevant):**

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# Message Worksheet

## Step 2: Creating Your Message

### Remember...

- Keep it simple.
- Be passionate!
- Make it local or audience-relevant.
- Use examples.
- Tell stories.
- Avoid jargon.

**Take-Home Message:** In 1-2 sentences, describe the take-home message for this audience. Remember to keep coming back to this message during your talk/presentation/interview.

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**Outline:** Use this space to write an introduction/outline of your talk.

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