**Message key points to cover:**

* What message do you want to send out?
* What do you want the message to achieve?
* Who is the audience?
* What do you want the audience to do?

**Message structure:**

* Messages need to have a purpose
* Messages need to be easily understood by the ‘average’ person.
* Messages need to grab attention – short and sweet!
* There needs to be a link to further information
* Success needs to be measurable

**Relatable question / point being raised**

**Solution / answer / relatable statement**

**Call to action**

**Link to further information**