



## Developing Your Key Messages

In order to develop key messages about your topic, you need to first answer the following questions:

1. What is my topic? \_\_\_\_\_
2. Who is my audience? \_\_\_\_\_
3. What is my goal for this interview? \_\_\_\_\_

**Your Message:** This is what you will say to the audience to try to achieve your goal.

1. What is the one key message you want the audience to remember?

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2. Demonstrate your credibility as an expert. Prove your point with at least one fact. Use comparisons, statistics, or paint a picture with an anecdote that illustrates your message.

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3. What is your solution/theme for the audience? What is the call to action? Provide a resource (web site, phone number, etc.)

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