

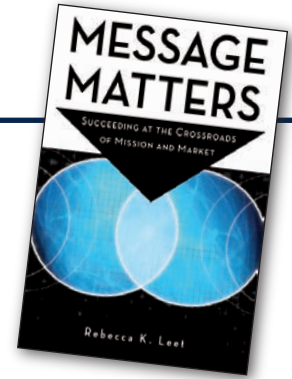
MESSAGE MATRIX TEMPLATE

In her book, *Message Matters*, author Rebecca K. Leet describes the process of creating strategic messages. A strategic message is a set of statements that prompts targeted audiences to take a desired action.

Although a strategic message is usually referred to singularly as “the message,” it is actually a combined message. It includes an overarching core message that speaks to the self-interests of all target audiences and a set of subset messages for each audience that speaks to the specific desires of that group.

While the core message your organization develops should become easily remembered over time, the various subset messages are unlikely to be completely recalled. It is important to capture the energy that strategic message development creates by quickly reproducing the message matrix and distributing it. The strategic message is more likely to be used if the matrix is made available in multiple formats.

The following message matrix template can be used by your organization to present the strategic messages you craft to those who will use the messages. There are two formats below: an 11” x 8.5” size suitable for handouts and bulletin boards, and a wallet-card size that can be printed on card stock and folded and tucked inside a wallet, purse, or briefcase. You can also make the electronic version available. The goal is to have the strategic message easily accessible whenever and wherever participants are supposed to use the statements.



MESSAGE MATTERS **Succeeding at the Crossroads** **of Mission and Market**

by Rebecca K. Leet

160 pages, Item # 069636

Instructions

Once you have filled in the matrix fields on the next page, you can print the matrix templates by clicking the print button below. A print dialogue box will open up. Select the page you’d like to print (page 2 for the 11” x 8.5” sheet or page 3 for the wallet card). **NOTE:** Make certain you select “None” for the page scaling option in the print dialogue box, otherwise your wallet card may print too large.

To clear all the fields in the form, click the reset button below.

Core Message

Target Audience 1

Target Audience 2

Target Audience 3

Core Message

Large white rounded rectangular box for the main core message.

Yellow rounded rectangular box for a sub-point or detail.

Green rounded rectangular box for a sub-point or detail.

Light blue rounded rectangular box for a sub-point or detail.

White rounded rectangular box for a sub-point or detail.

White rounded rectangular box with a green border for a sub-point or detail.

White rounded rectangular box with a light blue border for a sub-point or detail.

White rounded rectangular box for a sub-point or detail.

White rounded rectangular box with a green border for a sub-point or detail.

White rounded rectangular box with a light blue border for a sub-point or detail.

White rounded rectangular box for a sub-point or detail.

White rounded rectangular box with a green border for a sub-point or detail.

White rounded rectangular box with a light blue border for a sub-point or detail.