



Developing Your Core Message

Use this worksheet to develop a heartfelt core message to reach your target audience and move them into action.

Remember, the core message will not be posted in its entirety anywhere, but pieces of the message will be the basis of your emails, social media posts, website copy and more. It will give your messaging the clarity that made it easy for your audience to join you. Also, you will likely have several characters you're speaking to and you will have a different core message for each of them.

Character	
Who are they?	
What do they want?	
Who or what is in their way?	
How do the problems make them feel?	
What do you offer that your audience deserves and how does getting that make them feel?	
Guide (YOU!)	
Show empathy: What experience or emotion do you share with your audience?	
Show expertise: How have you overcome this problem before?	
What is your 3-step call to action?	
Stakes	
What will it look like if they do not achieve what they want?	
How will their life be better by working with you?	



Now put it together!

Use this mad-lib to tell your audience how you will guide them to success.

At *(organization name)*, **we know that you want** *(character want)*. **In order to do that, you need** *(character need)*. **The problem is** *(name the social force or specific bad actors that get in their way, and say what those bad actors do)*, **which makes you feel** *(name how that problem makes them feel)*. **We believe** *(name the world that the person deserves to live in)* **which is why we** *(name what makes you an expert)*.

Here's how to do it:

1. *(Step 1) – Name how to contact you*
2. *(Step 2) – Name what working with you will look like*
3. *(Step 3) – Give them a taste of what success looks like*

So, *(direct call to action)*. **In the meantime,** *(secondary call to action)*. **Working together we can stop** *(describe failure)* **and instead** *(describe success)*.

Feeling stuck or unsure about any part of this worksheet?

Don't worry! We're here to help you navigate the process. Let's work together to complete your core message and develop a tailored content strategy that resonates with your audience. Reach out to us for a consultation at info@designaction.org or use the link below.

Schedule a one-on-one session with Design Action Collective!