

# WORKSHEET 9: DESIGNING MESSAGE ELEMENTS

This worksheet will help you to design your campaign messages using the *Made to Stick* elements. You may focus on one element or use a combination to be even more effective.

## 1. Simple

- a. How can you distill your message down to its essence? Try to convey the main idea in no more than eight words.

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- b. Is there anything you can use as a metaphor the audience already understands to explain the concept?

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## 2. Unexpected

- a. What does your audience likely already expect to see in messages related to your issue?

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- b. How can you turn that expected scenario around to make it counterintuitive or surprising?

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- c. How can you create a “curiosity gap” in your audience? What don’t they already know that they might find interesting?

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### 3. Concrete

- a. How can you use sensory information to help people imagine what your issue looks like, feels like, sounds like, etc.?

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- b. What is the concrete action you want people to take?

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### 4. Credible

- a. Who would be a credible authority or anti-authority figure to convey the message to your audience?

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- b. Are there statistics that lend credibility to your message?

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- c. How can you help the audience verify the credibility of the message in their own lives?

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5. Emotions

a. How can you use one person in your message to evoke an emotional response?

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b. What images are likely to bring out an emotional reaction?

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c. What values does your audience hold to which you can tie your messages?

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d. What emotional benefits does your audience see to adopting the behavior?

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6. Stories

a. How can you use a story to help people vicariously experience a relevant situation?

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b. Who has an inspiring story that might get people to take action?

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