



## Fine-Tuning Your Message

What are your goals/objectives?

*Before you go into a conversation or interview, know what YOU want to get out of it. What do you want to happen?*

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Who is your audience?

*Who do you want to reach? Who needs to hear your message? It can be person in front of you or it can be someone watching or reading.*

\_\_\_\_\_  
\_\_\_\_\_

What are your key messages?

*What is your single topline message that you want your audience to take away from your interview or conversation? What are the supporting messages to back it up?*

**TOPLINE MESSAGE:**

\_\_\_\_\_  
\_\_\_\_\_

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

