

MESSAGING HOUSE

“The roof”

[This is your top-line vision - your core belief/worldview that you want to repeat over and over.]

ROOM

Think of your message being composed of three rooms or pillars

Each room = one point you want to make. Think of them as narratives or ideas that all sit under your “roof”

THE FURNITURE

Each room needs “furniture” - the evidence that proves your point - (n.b. the examples in this document focus on talking points rather than the facts and stories that illustrate them)

Each point you make needs to be backed up by evidence or an illustration. For example, you could plan an interview around a surprising fact, a compelling story and a practical call to action.