Communication Planning Worksheet 4: Make your Message Matter (to your Audience)

Audience: ________________

- **Problem(s)?**
  (What’s the specific problem or part of the issue I’m addressing?)

- **Benefits?**
  (How would my audience benefit from resolving this problem?)

- **Issue**
  (What’s the overarching topic?)

- **So What?**
  (Why does this matter to my audience? What’s at stake to be lost?)

- **Solution(s)?**
  (What would you like the audience to do? What would help solve the problem?)

This worksheet is based on the Smart Chart strategic communications planning tool from Spitfire Strategies and COMPASS’s Message Box. To learn more, visit reefresilience.org.
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