

## Using Core Messages to Reach Your Audience

Identify Your Audience (who are you speaking to):

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What Would You Like to Communicate to Your Audience?

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Pick a Core Message Focused on Your Audience:

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Localize the Core Message to Your Audience: (using local data, stories, social math)

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If you would like further assistance with shaping your core messages to your audience, please leave us your name and email and we will get back with you.

Name:

Email:

Do You Find the Core Message Document Useful?

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What Would You Like to See Added or Changed in the Core Messaging Document?

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**Thank you for your feedback!**