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# The Importance of Message

# Repetition, repetition, repetition

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**“You can send a message around the world in less than a second but it takes years to get it through the human skull.”**

**Charles Kettering**

**(inventor of electrical ignition system)**

# The message box

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<b>What we are saying about ourselves</b>	<b>What they are saying about themselves</b>
<b>What we are saying about them</b>	<b>What they are saying about us</b>

# Molding a message

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**Research and  
synthesize:**

- **Your campaign or objective**
- **The argument against your position**
- **Your constituents**

# Elements of a successful message

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- **Clear**
- **Concise**
- **Credible**
- **Comparative**
- **Persuasive**
- **Repetition,  
repetition,  
repetition**

# Message discipline

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- **Staying on message**
- **When to shift gears**
- **Consistency w/allies**
- **Internal vs. external message**

# Keep it simple

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**Bumper sticker  
slogans win  
campaigns**

- **“It’s the economy,  
stupid.”**
- **“No child left behind.”**

# The messenger

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- **Message must fit messenger**
- **Messenger must be credible**
- **Relationship**
- **Personal experience with issue**

# Message development

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- **Polls**
- **Focus groups**
- **Constituent surveys  
and feedback**

# Turning words into action

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- **Call to action**

- **Follow up**

# Things to remember

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- **Know your weaknesses**
- **Make sure all facts are accurate**
- **Stay on Message**
  - **Clear**
  - **Concise**
  - **Comparative**
  - **Convincing**

One more thing to remember

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**Repetition**

**Repetition**

**Repetition**