

WHAT'S OUR MESSAGE?

FRAMING = WHAT'S THE PROBLEM? _____

WHAT'S THE SOLUTION? _____

WHO'S RESPONSIBLE? _____

BASE

WHAT DO WE SAY ABOUT OURSELVES?

WHAT DO WE SAY ABOUT OUR OPPONENTS?

OPPONENTS

WHAT DO THEY SAY ABOUT US?

WHAT DO THEY SAY ABOUT THEMSELVES?

KNOW YOUR AUDIENCE

AUDIENCE	WHAT DO THEY NEED TO HEAR?	HOW DO THEY NEED TO HEAR IT?	WHO DO THEY NEED TO HEAR IT FROM?
YOUR BASE			
YOUR ALLIES			
YOUR TARGET			