



Audience Segmentation and Messaging Worksheet

2019 Transformation Transfer Initiative

In order to meet the goals of your Transformation Transfer Initiative (TTI), you will need to successfully engage partner organizations and key audiences. In doing so, it is critical to consider who these individuals and organizations are, and use this information to build a lasting and effective partnerships. The process of building relationships and encouraging compliance in relation to your TTI will be much more effective if you take the time to understand the audiences you are trying to reach.

Segmenting your audience is a key component of developing compelling messages and building lasting partnerships. Answer the questions below about your target audience:

1. Who is your audience?
2. What do you know about this audience's knowledge, attitudes, and behaviors as they relate to the goals of your TTI? Have they had prior experience with similar initiatives?
3. What else do you know about this audience? What do they care about? Who influences them? What might make them listen to you or motivate them to alter their behavior?
4. How could you collect information about the characteristics of this audience? (For example: key informant interviews, surveys, etc.)
5. What change in behaviors do you need from this audience, in order for your TTI to be successful (in other words, what is your "ask" of them)?

Now that you know more about our audience, you can begin to craft messages that will resonate with them. Answer the questions below to guide your message development:

6. What could your audience gain from your TTI? What's in it for them?

7. What stands in the way of your audience complying with your TTI? What barriers do they face?

8. What information could help you illustrate your point to your audience? (For example: data, personal stories, highlighting the audience's personal connection to the issue, etc.)

You're now ready to draft messages. Based on your answers to the questions above, what are the three most compelling things you could say to motivate your audience to think, feel, or act differently in relation to the goals of your TTI? These are your messages.

Draft Message #1:

Draft Message #2

Draft Message #3:

Finally, you should review and reflect on what we have come up with and revise the draft messages as needed. Check that the messages you came up with above meet the following considerations:

- ✓ Are there current events or local issues that are related to your messages? Check that your messages consider the context within which your audience is thinking about the issue, and revise above if needed.
- ✓ Will your audience understand the phrases that you've used to describe the issue? (For example, do the messages use jargon, acronyms, or ideas that may be out of context for them?) If not, revise your messages so that they are more easily understood.
- ✓ Look at your messages and ask yourself "why, who cares, and so what?" It's important to put yourself in the audience's shoes to better understand how they might react. Therefore, make sure you can answer:
 - **Why?** Why does your message matter to the audience? What other issues are competing for their attention?
 - **Who cares?** Will your audience actually care about your goals as you've presented them? Do your messages highlight the benefits to the audience?
 - **So what?** Now that you have them hooked, have you been clear about what you want them to do?