Message Mapping

Message Mapping is a useful exercise for crisis communications as well as speechwriting and developing communications campaigns. There are many templates and examples available online. Using a simple framework enables you to stay on message and remain focused. The basic steps of message mapping are:

Step 1: Identify your audience. Messages may differ wholly or in part for different audiences based on their needs and interests.

Step 2: Create a headline that captures the most important thing you want your audience to know. This should be able to stand alone.

Step 3: Develop 3 or 4 (not more than 4) supporting points.

Step 4: Identify up to 3 specific examples, stories, or pieces of data (evidence) for each point. This evidence should answer the most likely questions.

Sample template: