



# Three Steps to Creating an Effective Message

## *A Template for Clear Communication*

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**Answer the questions below to create the outline for your message.**

### STEP ONE: PREP YOUR WORK

#### 1. Pray

- Pray for yourself as the writer/communicator.
- Pray for your audience.

#### 2. In a Ten-Second Summary, What Is My One Main Point?

#### 3. Who Is My Audience?

#### 4. Answer Three Questions

- **Know:** What do I want my audience to know?
- **Believe:** What do I want my audience to believe?
- **Respond:** How do I want my audience to respond to this message?

#### 5. What Stories Can I Share to Reinforce the Main Point/Sub-points?

#### 6. What Is My Sticky Statement?

### STEP TWO: WORK YOUR PREP

Write the key elements of your message in the sections below.

**TITLE:**

**HOOK:** Grab the reader with a strong opening hook.

**TRANSITION into LOOK:** *Write out a transition sentence that moves to the body of your message.*

**LOOK:** *Look into God's Word and into the Meat of the Message*

### Look Point #1:

(Use any of the tools below)

- **Illustration:**
- **Sub-points:**
- **Bullet Points/Lists:**

**Transition:**

### Look Point #2 (if needed):

**Illustration:**

**Sub-points:**

**Bullet Points/Lists:**

**Transition:**

### Look Point #3 (if needed):

(Continue as above. Add as many points as needed.)

**TOOK:** *How Do I Want My Audience to Respond?/Practical Application*

**TRANSITION into CLOSING HOOK:**

**CLOSING HOOK:**

## STEP THREE: PHONE A FRIEND

**Ask a friend or friends to read your piece for feedback. Ask questions like these:**

- Is my opening paragraph engaging and fitting to my main point? Did it feel like it took too long for me to get to the meat of my message?
- What would you say is my main point?
- Are there sections or sentences that confused you or felt awkward?
- Did I make it clear how to respond to this message? Is my call to action obvious and doable?
- Do you have any thoughts and/or suggestions about my message?

