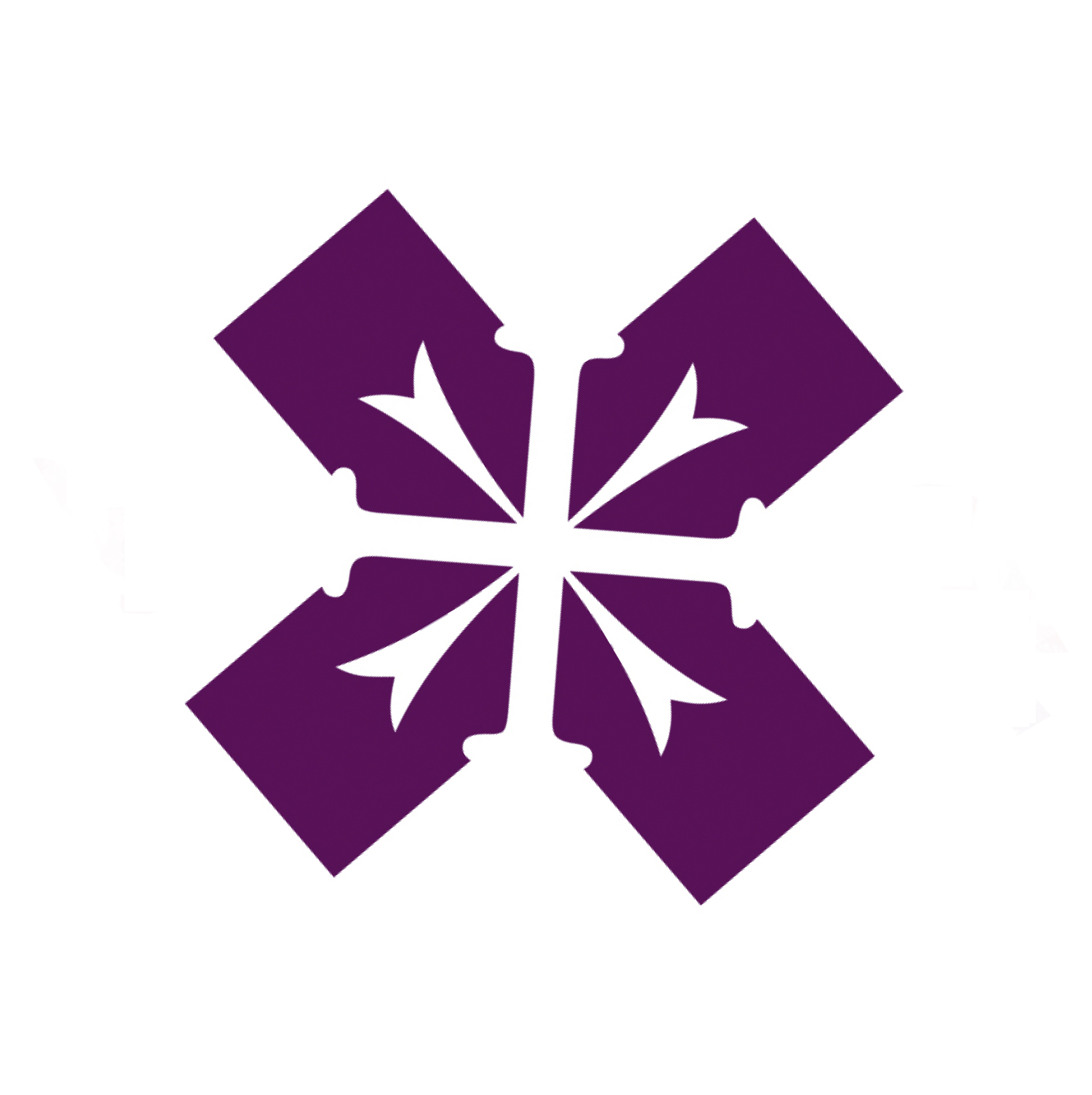
**Key messages table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience** | **Primary needs/interests/problems**  (what they think, feel, want & want to know) | **How you can help/respond**  (draft key messages & or questions for research) | **Supporting information**  **& calls to action**  (want them to know  & do) | **Notes**  Eg initial thoughts on tools/channels/activities |
| Eg Secondary headteacher | Attainment/closing the gap  Attendance  Marketing school to parents  Keeping Ofsted happy | Music has been shown to support school improvement.  We’re not here to sell a service.  We want to work with you to find out how to make this happen in your school. | About our services eg  About their impact eg  About parents’ views |  |
|  |  |  |  |  |
|  |  |  | **../../WS%20logos/WS_square_logo_2_rgb.png** |  |
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**Once you've done completed the table, take a look at what you've got and refine it:**

* Make sure that you’re thinking both about what **they** want to know, think, feel, do – and what **you** want them to. There may well be tensions between the two
* If you're working on vision, mission values – think about ‘what is your story’ – what is the story you want to tell about the change you’re on a mission to make happen
* Can you shorten the sentences? Can you simplify the language? Can you make them even easier to understand (avoid getting lost in detail)?
* If you read them out, do they sound conversational?
* Are they inspiring and motivational? Will they appeal to people’s hearts, as well as minds?