**Key messages table**

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| --- | --- | --- | --- | --- |
| **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 gapAttendance Marketing school to parentsKeeping 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 egAbout their impact egAbout parents’ views |   |
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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?