

Communicating Postsecondary Value Messaging Template

Desired outcome(s): List your desired outcomes in communicating to this audience.

Value themes: List three relevant values/motivations for this specific audience.

Concerns and pain points: List three questions or concerns this audience might have related to postsecondary value.

Voice and tone: What level of jargon is appropriate or inappropriate for this audience? How in the weeds should you get?

Core elements of value: List three core elements of postsecondary value that would resonate with audience.

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Using your previous answers, draft an audience-specific message that:

1. Connects to one of your audience's values/motivations
2. Addresses one of their questions or concerns
3. Advocates for one applicable element of postsecondary value
4. Uses the appropriate voice and tone for the specific audience

Message

Proof points: What are some relevant proof points, statistics, or anecdotes that support the above messages?