

CRAFTING MESSAGES

Once you have decided on a topic and an audience that you want to send a message to you then begin to craft your message as follows:

1. Share factual **information**

For this you may need to do some research. You do this by reading, searching online, speaking to people and directly observing a situation yourself.

2. Offer an **opinion**

After you have gathered the facts describe how you feel about this and use this emotion to drive your opinion on the facts you have shared.

3. Deliver the **message** based on the facts and feelings you have gathered and shared

This can be short and simple or a longer part of your piece of writing.

4. Make a call to **action**

This should follow on directly from your message and relate to everything you have written.

5. **Enable** the call to action

Give the reader any information they need to be able to take action: it might be a website, a telephone number, an email address or more information.