Disclaimer

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Home Field Advantage
Use This Approach With...
Use This Approach With...
Use This Approach With…
Use This Approach With…

WORLD’S BEST BOSS
Use This Approach With…
Use This Approach With...
Agenda

- Your Messages
- The Opposition Message Box
- Staying on Message
- Practice!
Do You:

- Know your message?
- Know who your opposition is?
- Know what your opposition is saying about your program?
- Know what your opposition is saying about you?
Value
Make your audience nod back at you in agreement

Vision
“So, what?” This is what the world will look like if your audience does what you want them to do.

Ask
What one, specific thing do you want them to do?

Barrier
(a.k.a. Overcome the Barrier)
Your response when your audience says, “Yeah, but…”

Message Box
Can your message stand up against the other side?
## Opposition Message Box

<table>
<thead>
<tr>
<th>Them on Them</th>
<th>Them on You</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Their main message.</strong></td>
<td><strong>Their criticism.</strong></td>
</tr>
<tr>
<td><strong>The Pivot</strong></td>
<td><strong>You on You</strong></td>
</tr>
<tr>
<td>101: Bridging Phrases</td>
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<tr>
<td>201: Common Ground</td>
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<tr>
<td>301: The Zinger</td>
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<tr>
<td></td>
<td><strong>Your main message.</strong></td>
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</table>
Pivot Box 101: Bridging Phrases

• But perhaps an equally important thing to focus on here is....
• What I think you’re getting at is…
• A more useful way to look at it is…
• I don’t know where you’re going with that, but…
• What's important to remember, however...
201: Find Common Ground and Pivot
Companies who market liquid candy to kids are the ones who hurt working families.
Opposition Message Box

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Pink Slime vs. Lean Beef Trimmings

STOP PINK SLIME
BECAUSE WE DESERVE *REAL* FOOD

VS.

GET THE FACTS ✓
on Lean Beef Trimmings
Pink Slime vs. Lean Beef Trimmings

**USDA: Take pink slime out of school lunches.**

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[STOP PINK SLIME](#)
Pink Slime vs. Lean Beef Trimmings

Lean beef trimmings are healthy and safe.

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Lean beef trimmings are 100% beef – the same as ground beef.
Pink Slime vs. Lean Beef Trimmings

Our kids deserve better than chemically-treated pet food.

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STOPPINKSLIME
BECAUSE WE DESERVE *REAL* FOOD
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USDA: Take pink slime out of school lunches.

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Energy Efficient Light Bulbs
Energy Efficient Light Bulbs

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<td>Consumers should be free to make their own choices.</td>
<td>You’re forcing people to buy CFLs, and they have serious problems.</td>
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<td>Consumers will have more choices including efficient incandescents, CFLs and LEDs to meet their needs.</td>
<td>Energy efficiency standards give consumers choices and support business innovation.</td>
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Pro Soda Tax vs. No Soda Tax
In: Cutting Coupons
Out: Beverage Taxes

American families are counting pennies to get through this economy, so a new tax really gets our attention. Washington is proposing a new federal tax that would raise the price of juice drinks and soda. They say it won’t be much, but anything is too much when you’re raising a family these days.

We all support health care reform, but taxes on juice drinks and soda won’t make us healthier – diet and exercise do that. So, Washington, if you’re listening, we need new jobs, not new taxes. We’re struggling enough as it is.

Help stop the tax at NoBeverageandFoodTaxes.com
A tax on sodas will hurt working families who are already struggling in this economy. This tax will help all families by funding health care reform and programs that promote healthy diet and exercise.

Public education campaigns alone are rarely effective. This tax will help all families by funding health care reform and programs that promote healthy diet and exercise.

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A tax on sodas will hurt working families who are already struggling in this economy.

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Companies who market liquid candy to kids are the ones who hurt working families.

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<td>This tax will stop companies from profiting at the expense of our kids’ health.</td>
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Work Session
Staying on Message
Evaluating the Opportunity

**Three Key Questions:**

1. Does it give you a chance to be in front of your target audience?
2. Does it give you a chance to get your key messages out?
3. Are you prepared to respond to the opposition?
This is what I need you to know.

Staying on YOUR Message

- Get messages in early and often.
- Come back to your main points again and again.
- Use facts and stories to reinforce your main points.
- Speak using “I” where you can to establish your own expertise.
Four Steps to Answer Any Question

#1 Listen.
Four Steps to Answer Any Question

#1 Listen.

#2 Pause.
Four Steps to Answer Any Question

#1 Listen.

#2 Pause.

#3 Respond.

Softballs

What are we here to talk about?

Tell me about X.

What are the major findings?

Why is X important?

Is there anything else you’d like to add?
What's important to remember, however…
That's a point of view, but…
Let me put that in perspective…
That's in the future. What I want to talk about now is….

Four Steps to Answer Any Question

1. Listen.
2. Pause.
3. Respond.

Hardballs
Oddballs

That’s not my area of expertise...
What I’m here to talk about is…
You might want to talk to X about that…
Four Steps to Answer Any Question

#1 Listen.
#2 Pause.
#3 Answer.
#3a Respond.
#4 Stop Talking!
Messinging Techniques

Speak in sound bites

- Increases chances of being quoted
- Summarize main points of the discussion
- Keep it simple
- Use analogies, metaphors, alliteration, clichés
Messaging Techniques

*Bridging*: Address the question and transition to message

- “Let me put that in perspective…”
- “I think the bigger question is…”
- “That’s not my area of expertise, but what I’d like you to know is…”
Messaging Techniques

Flagging: Let the reporter know that you’re about to give one of your main points.

“The most important thing you need to know is…”

“Here’s what I really want to make clear…”

“The critical point here is…”
Practice
Every Second Counts
Thank You!

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SPARK CHANGE

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