

# Know Your Key Message Tip Card Sheet

## KEY MESSAGE

We often say that a key message is like a bumper sticker for your presentation. It is a memorable message that grabs your attention and sticks.



Use one of these five techniques to make your key message unique and memorable.

### **Build from a Story**

Share a story and then build your key message around the story concept. One example: After failing the first time, Florence Chadwick successfully swam between Cataline Island and California coast by *“Visualizing and Focusing on the Positive.”*

### **Develop a Key Phrase**

Find a phrase that can be easily repeated and is easy to remember. Think of famous repeatable phrases like, *“Just do it.”*

### **Use an Analogy**

Analogies are powerful key messages because we are programmed to make associations between new concepts and what we already know. One example: After a flood in ND, the local United Way used the analogy of a *“Sandbag Line,”* to importance of helping others.

### **Create a Symbol**

Symbols can be easily shared in your PowerPoint or in person with a prop. One example, showing a map with the U.S. and India and the message, *“Best of Both Worlds.”*

### **Use a Theme**

Themes are effective because they can be naturally woven through an entire presentation. Themes can be found anywhere in movies, books and life.