

# Messaging Model

This handout provides the structure of the Messaging Model with blank spaces for you to write in your own message building blocks.

<b>5% Background</b>	
<b>20% Bottom Line</b>	
<b>50% Explanation</b>	
<b>15% So What</b>	
<b>10% Call to Action</b>	

## WATCH

Dan Roam's Be Double Minded video

<http://vimeo.com/31503136>

Gavin McMahon's webinar, Finding Your POWERful Point

<http://makeapowerfulpoint.com/2012/07/31/finding-your-powerful-point/>

Watch, then take the test to find out your presenter type.

<http://mapp.fassforward.com/quest>

## READ

FrameWorks Institute

<http://www.frameworksinstitute.org/>

Jane Davidson's article, Unlearning Some of our Social Scientist Habits

[http://survey.ate.wmich.edu/jmde/index.php/jmde\\_1/article/view/68/71](http://survey.ate.wmich.edu/jmde/index.php/jmde_1/article/view/68/71)

Chip and Dan Heath's book, Made to Stick: Why Some Ideas Survive and Others Die

<http://www.amazon.com/Made-Stick-Ideas-Survive-Others>

Dan Roam's Book

<http://www.amazon.com/Dan-RoamsBlah-Blah-Words-Hardcover>

George Posner and Alan Rudnitsky's book, Course Design: A Guide to Curriculum Development for Teachers

[http://www.amazon.com/Course-Design\\_Curriculum-Development-Teachers](http://www.amazon.com/Course-Design_Curriculum-Development-Teachers)

Brian Miller's book, More Quick Team-Building Activities for Busy Managers

<http://www.amazon.com/More-Quick-Team-Building-Activities-Managers>

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