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STRONG VS. WEAK MESSAGING CHECKLIST

STRONG	WEAK
Communicates 'why' your agency exists in a way that resonates with readers.	Talks 'at' the audience with facts, figures, and information about the client(s).
Moves the audience emotionally.	Messaging is cold and distant.
Grabs the reader's attention immediately.	Introduces the subject with long, rambling sentences and/or paragraphs.
Conveys difficult or technical information using layman's language. Makes it easy for the reader to digest.	Uses industry jargon without explanation. Confuses the reader. Distances the reader from the organization.
Uses action verbs and strong images.	Relies on adverbs and long-winded descriptions.
Keeps in mind the reader's short attention span and uses concise language.	Writes 'wordy' copy with excessive descriptors, facts, or figures.
Uses storytelling techniques like framing or compare/contrast that makes the story memorable.	Tells the story in a mundane, straight forward way.
The copy and/or story surprises the reader in a compelling way.	The copy is dull and lackluster.
Includes a strong and emotional call to action.	Includes a standard call to action.