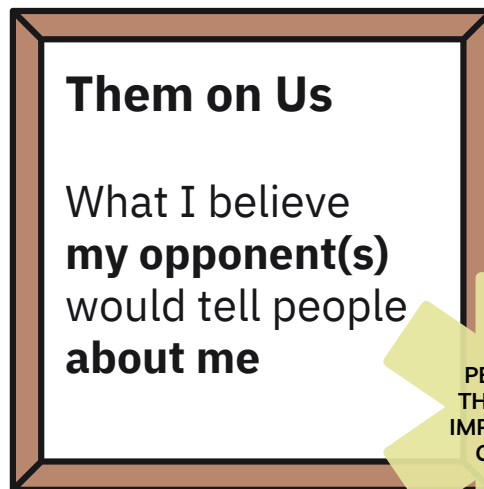
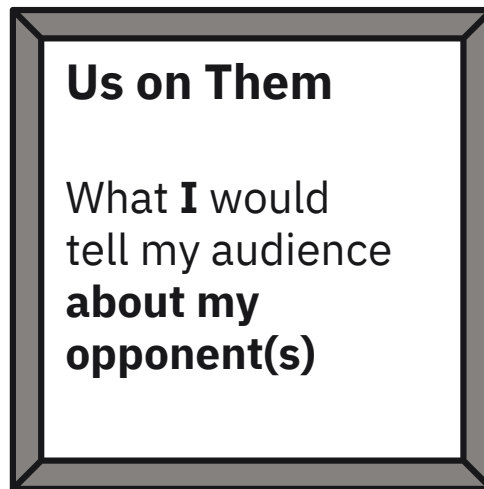


GUIDE TO THE MESSAGE GRID

It never fails us! That magical, four square quadrant known as the **Message Grid**. We've sung its praises before – time and again, the Message Grid has helped us and our clients define the overall narrative of an initiative, by defining *ourselves* and our *opponents* first.

Basically, a Message Grid is a box broken into four quadrants:



PERHAPS
THE MOST
IMPORTANT
OF ALL!

We often work with clients to complete a Message Grid in the process of building a communications plan for a project or developing overall messaging for a civic campaign.



A Few Tips to Remember When Building Your Own Message Grid:

- 1 Don't be afraid to list everything you can think of that might be said in each quadrant. This doesn't mean that all of the messages WILL be used, but rather COULD be used.
- 2 Here is a news flash - opposition can (and often does) lie. Don't be fooled into thinking that the opposition won't say something that is blatantly not true. They just might – and it's better to be prepared for it!
- 3 Sometimes the same message point can appear in several different quadrants. That's O.K.
- 4 The message grid is not necessarily your campaign's overall theme, but are messages to be used to *support* the overall theme.
- 5 And finally, once you identify the messages that your opponent(s) could use against you, it helps to use the “Us on Us” section to inoculate against potential attacks.

*Want to learn more about building and deploying Message Grids in your own advocacy, communications, or PR campaign? Schedule a 15-minute discovery meeting with us, **at our website** or give us a call at **412-551-1770**.*

