

The Message Matrix — Worksheet

Same fight, same ask, same truth — different frame and different proof, mapped on purpose for each audience and channel.

Your audiences and channels

Audiences (2–3)

List the specific people or groups you most need to move, and the archetype each reads as (Caregiver, Sage, Ruler, etc.).

Channels (2–3)

List the channels you'll actually use — e.g. public comment, written submission, one-to-one email, op-ed.

The ask

One ask, everywhere

Write the single concrete action you're asking for. This exact wording belongs in every cell of your matrix.

Fill the matrix, one audience at a time

Audience 1

For each of your channels: which frame do you lead with, and which single piece of proof lands with this audience?

Audience 2

Same two questions, tuned to this audience.

Audience 3 (if applicable)

Same two questions, tuned to this audience.

Read it down, read it across

The ask is worded identically in every cell

No audience could read another audience's cell and find a contradiction

Each cell is sized to its channel (short and quotable for the podium, full argument for the written submission, personal for the email)

I could publish every cell side by side without embarrassment

The one cell you're least sure of

Name it here — that's the cell to test with someone you trust before you use it.