



# Blue Moon

## Consistent Messaging

Call Us on: 00 353 1 2603 888 | Email Us at: [info@bluemoon.ie](mailto:info@bluemoon.ie) | Visit Our Website - [www.bluemoon.ie](http://www.bluemoon.ie)

### TOP TEN TIPS FOR CREATING CONSISTENT MESSAGING

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#### **Create A List Of Your Key Messages**

By creating a list of your key messages, you will guarantee consistent messaging from all of the members of your organisation, rather than allowing them to say what they 'think' the organisation should be saying.

#### **Know Your Audience**

Identifying your audience is essential when you aim to give consistent messages. It's not enough to know your message; you need to tailor the message to your audience. And if your audience changes then you need to ensure that all of your messaging changes consistently and appropriately.

#### **Keep It Simple**

Key messages should be one line each. That way there is no room for ambiguity. An ambiguous message is a lost opportunity.

#### **One Message Gets Heard**

Don't try to sell two or three messages at a time.  
If you use the 'One Message' rule, you'll get heard, get remembered and get action.

#### **Get The Tone Right**

If your organisation wants to portray a young, hip personality, then the messages created need to have a young, hip tone.

Likewise, if an organizations audience is older and tends to be highly educated, the language and tone of the message needs to match the speech and persona of that audience.

If you have three different audiences then you will need to create three different key message lists, each one having its own tonality.

### **Repeat, Repeat, Repeat**

The more you repeat the same message the greater your chance of being remembered and seeing the right kind of action. So when creating anything from a press release to an article or when giving an interview, always start with your key message and use that as the focus of your piece.

### **The 'Real Thing' Syndrome**

Just as you can't get Coca Cola out of a 7Up can, you can't get the real benefit from a piece of press that doesn't carry your core message.

So NEVER let a piece of communication go out, if it doesn't embody your primary message.

### **Develop An Internal Communication Plan**

It is vital to ensure that everyone in the organization is on board and understands your key messages. So get all employees involved in the creation of your key messages.

When staff have had some input into the message creation process, they will interact with the end results more readily.

All employees, including volunteers, who are interacting with the public or are working with marketing materials, should be able to use your key messages without hesitation.

### **Monitor Your Message**

You need to know for certain, that the key messages you have created are being implemented by your staff. Appointing a qualified person to check specifically for messaging inconsistencies is a good way to ensure maximum effect from your messaging strategy.

### **Message Your Brand**

Just as you would ensure that the logo and colours of your visual brand are used properly, you must ensure that your messaging is consistent.

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