

clear.
simplified.
your own.

Module 2: Messaging In Action the marketing and messaging class



101 DIFFERENT WAYS TO SAY
WHAT YOU MEAN

EXERCISE #1

OPENING UP MEANING

1 What are the key elements of your message?

- A** _____
- B** _____
- C** _____
- D** _____
- E** _____
- F** _____

2 For each element of your message write out what this means in as many ways as possible. Set a timer for 15 minutes and see how many different ways you can say what your message means. "This means that...."

- A** _____

B

C

D

E
