This handout provides the structure of the Messaging Model with blank spaces for you to write in your own message building blocks.

<table>
<thead>
<tr>
<th>5%</th>
<th>Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>Bottom Line</td>
</tr>
<tr>
<td>50%</td>
<td>Explanation</td>
</tr>
<tr>
<td>15%</td>
<td>So What</td>
</tr>
<tr>
<td>10%</td>
<td>Call to Action</td>
</tr>
</tbody>
</table>

**WATCH**
- Dan Roam’s Be Double Minded video
  - [http://vimeo.com/31503136](http://vimeo.com/31503136)
- Gavin McMahon’s webinar, Finding Your POWERful Point
  - [http://makeapowerfulpoint.com/2012/07/31/finding-your-powerful-point/](http://makeapowerfulpoint.com/2012/07/31/finding-your-powerful-point/)
- Watch, then take the test to find out your presenter type.
  - [http://mapp.fassforward.com/guest](http://mapp.fassforward.com/guest)

**READ**
- FrameWorks Institute
- Jane Davidson’s article, Unlearning Some of our Social Scientist Habits
- Chip and Dan Heath’s book, Made to Stick: Why Some Ideas Survive and Others Die
  - [http://www.amazon.com/Made-Stick-Ideas-Survive-Others](http://www.amazon.com/Made-Stick-Ideas-Survive-Others)
- Dan Roam’s Book
- Brian Miller’s book, More Quick Team-Building Activities for Busy Managers

**CONTACT**
- [p2i.eval.org](http://p2i.eval.org)
- [hey@stephanieevergreen.com](mailto:hey@stephanieevergreen.com)
- [Stephanieevergreen.com/blog](http://Stephanieevergreen.com/blog)
- [twitter.com/evergreendata](http://twitter.com/evergreendata)