

A Developed Message Track

A **Message Track** is used to inform your pitch, sub-message tracks for your story-tellers, and inspiration for any content you create. It has three key components:

1. **The Key take-away** you want everyone to have as a result of the PR campaign.
2. **2-3 reinforcing points** that answer “why” someone should believe you.
3. **Sub-points establishing social proof** underneath each reinforcing point.

The following slide provides a template for drafting your Message Track.

Check-out our *Marketing Smarts* podcast episode on the topic: [Ep 57: 4 Key Components of a Successful PR Campaign.](#)

And if you are still struggling, don't hesitate to reach out to us via our website: <https://www.forthright-people.com/>.



Message Track Template

Key Take-Away		
[Insert Image that Represents Reinforcing Point #1]	[Insert Image that Represents Reinforcing Point #2]	[Insert Image that Represents Reinforcing Point #3]
Reinforcing Point #1	Reinforcing Point #2	Reinforcing Point #3
Sub-points with your social proof: <ul style="list-style-type: none">• XXXX	Sub-points with your social proof: <ul style="list-style-type: none">• XXXX	Sub-points with your social proof: <ul style="list-style-type: none">• XXXX