Fine-Tuning Your Message for Investing in a Better America

Bill Burton, President and Founder
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Agenda

- Introduction
- Exercise: Messaging Triangle
- Why are you doing this? And why now?
- Who are you talking to?
- Who is your best messenger?
About Bill Burton

Deputy Press Secretary in the Obama White House from 2009–2011

Co-founded Priorities USA Action, a super PAC to support President Obama’s reelection campaign in 2012

Founded Bryson Gillette, an intentionally-diverse public affairs and campaign firm, in 2020
The Message Triangle

- Problem
- Core Message
- Solution
- Result
Why are you doing this?
And why now?
Who are you talking to?
Who is your best messenger?
And how can they tell a human story?
Thank you!

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