

How to Design an Effective Message

KNOW YOUR AUDIENCE



Determine who will attend your demonstration.

Knowing their age, gender, life stage and budget will help you identify their unique mealtime challenges to inform your recipe selection and discussion points.

CUSTOMIZE YOUR MESSAGE



Determine the

3 MOST IMPORTANT MESSAGES YOU WANT TO DELIVER.

Reinforce these messages throughout the demonstration in ways that will resonate with your audience.

CONSIDER A THEME FOR YOUR DEMONSTRATION

A theme will help you focus your message and give purpose to your demonstration.



THEME EXAMPLES:

- Beef for Breakfast
- Quick & Easy Weeknight Meals
- Solve the Lunchtime Dilemma
- Cook Once, Eat Twice
- Cooking for One
- Heart-Healthy Meals
- Eating for Strength

LET YOUR INGREDIENTS CARRY A MESSAGE

Identify talking points for each ingredient.

Explain how each ingredient delivers on flavor and nutrition. Consider providing ingredient substitutions or alternatives to help your audience envision serving the meal to their families.

