

Opportunities: Identifying Gaps and Communicating Your Message

You've got a great idea with a great mission. You're going to go places and do amazing things in this world. But first, we need to figure out how to set you apart from the rest. Use this worksheet to help understand your starting point and how to build your message so that it resonates with your target audience.

1. Research who knows about the disease

Partner with a market research firm or conduct a survey yourself to find out how much the general public understands the disease you're advocating (symptoms, treatments, cures, etc). This will help you know how much education you need to do.

[Here's an example of a research poll I AM ALS conducted in 2018.](#)

2. What did you find are the biggest gaps in understanding? List these gaps and note if they are through a misconception or is it a lack of awareness?

3. Who is your most important audience you want to reach to share more about your cause?

4. What do you want them to know about the disease?

- 1.
- 2.
- 3.

5. List what you're trying to motivate people to do with this message. What is your call to action?

- 1.
- 2.
- 3.

6. List messages that you think are compelling to achieve these goals:

- 1.
- 2.
- 3.

Ask people to read these messages and explain what they get from them. If their responses don't match what you want, ask for suggestions. Team work makes dream work!

7. Find out what messaging will resonate with your audience

A market research firm or conducting a survey on your own will help you understand what messages are resonating with people. The data can help you adapt as you go. For a few months, try out different messages on social media. See which ones get the most engagement. Make sure you have a clear goal in mind for what you hope people will do when they see that message (your call to action) so you can compare across posts.

Draft a few different messages that you can try out to see how your audience responds.

A large white rectangular box, intended for drafting messages, set against a dark blue background.

Good work! You're well on your way to developing your message and changing the world.