

Fine-Tuning Your Message for Investing in a Better America

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EDA

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

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

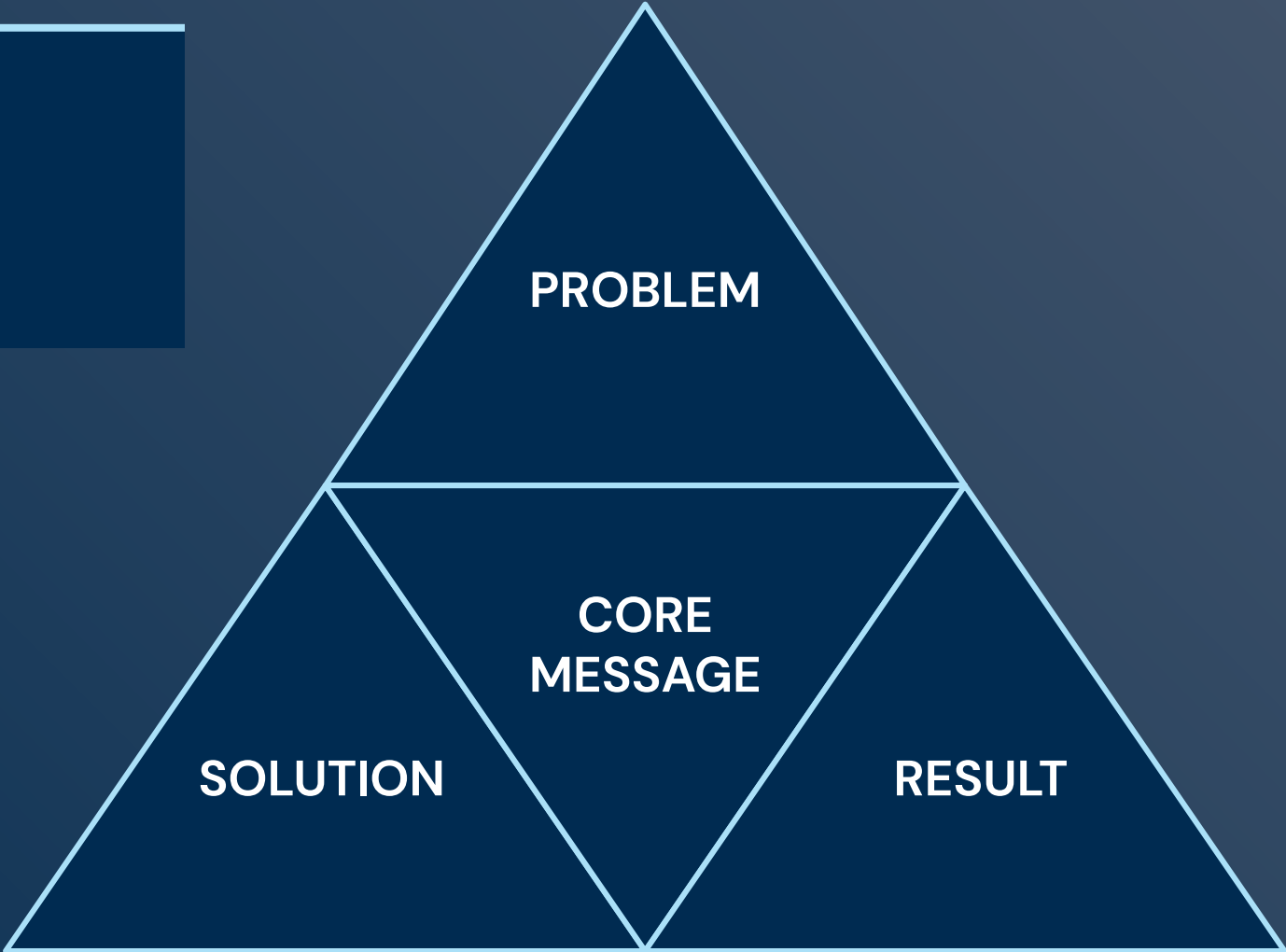
Deputy Press
Secretary in the
Obama White House
from 2009–2011

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



**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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