



# The Right Messaging, at the Right Time

Your messaging should get to the **root of your audiences emotions**.  
Your goal is to **overcome their barriers** and **match their immediate values**.

	WTF	PRE-NORMAL	NORMAL
	Your audience is trying to process the immediate crisis. They're not thinking about anything else.	Your audience has settled into a routine, though an unfamiliar one, it helps them think about more than just the immediately future.	Your audience understands where the crisis fits in their life and is now concentrating on the future again.
EMOTION	<ul style="list-style-type: none"> <li>• Uncertainty</li> </ul>	<ul style="list-style-type: none"> <li>• What are my next steps?</li> <li>• My business</li> </ul>	<ul style="list-style-type: none"> <li>• How do I get my life in order?</li> <li>• The economy</li> </ul>
MESSAGING			

## EXAMPLE

YYC Brewery Company needs to adapt to their audience being locked down and at home. They've partnered with a company to deliver their product.

### EMOTION

- Being stuck at home
- Wanting to relax

### MESSAGING

<Picture of a beer on a window sill overlooking an empty multi lane street>

You're not stuck at home, you're safe at home.

All you need is a beer and we got you.

We'll deliver right to you, call 555-555-5555 now!