Simple Steps to a Successful Message

**TORE**

**Thematic**
The theme is the conclusion you want your audience to take away. It answers the question: "So what???

**Organized**
Help your audience make the choice to consume your message by organizing it in a way that's easy to follow.

**Relevant**
Information that is meaningful and personal makes it more likely to stick. Frame your message in a way that links unfamiliar things to the things your audience already cares about.

**Enjoyable**
Mentally pleasing information helps to engage your audience and keep them entertained - making them more likely to retain your message.

SOURCE  Sam A. Ham, *Interpretation: Making a Difference on Purpose*