



High-Value Messages and the SMART™ Messaging Model

What **is** a high-value message? For many in the business community, it is “must-know” information – items such as compelling product benefits, key proposal themes and differentiators, bedrock training principles, perfectly tailored corporate qualifications statements, and irresistible branding that cements your image.

How can you ensure that such vital information is consistently communicated in ways that are optimally effective? As diverse as these products are, what do they have in common?

All high-value messages should be SMART™:

- Simple
- Memorable
- Accurate
- Relevant
- Timely

Messages that meet those five criteria are effective – and **information** that does not in some way address at least one of the criteria is superfluous.

If you’re creating new documents, use the lens of SMART to write crisp, hard-hitting, and meaningful material from the start. If you’re reviewing existing products, use the SMART criteria to trim the fat and make your documents a model of clarity and precision.

As you work with the SMART Messaging Model, you’ll quickly realize that it can be applied to all business messages – including internal communications and interpersonal dialogues.

Would you like to work through some examples of the ways that the SMART Messaging Model could be applied to your business? Please contact me to schedule a free, no-obligation consultation.

I look forward to working with you!

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