

MESSAGING PYRAMID

Use this graphic to guide your messaging. Start at the top and work your way down for consistent, clear communication no matter what context you find yourself talking to someone about who you are and what you do. This is a strategy for messaging whether you are in conversation in your everyday life, in a networking context, or on stage. Use the messaging pyramid to create language about you and work that is digestible for anyone, no matter how you meet them. Be prepared to say goodbye to the angst of the question “What to do you do?” and say hello to a more confident, relatable answer.

