

Choose Your Words...communicating on Purpose

“Mapping Your Message”

The Third Step to Purposeful Communication

1. Determine Your _____.
2. Find Your _____ (one point).
3. Map Your Message.
 - ☐ Lay out your communication for _____ and _____.
 - ☐ Once you find your big idea, you need a way to _____ it, _____ it, and _____ it to your audience.
 - ☐ _____ your communication around your big idea.

ME

What is the issue that needs resolved?

Introduce a dilemma, struggle, issue, or problem you have faced or are currently facing.

This section answers the question, “What are we talking about?”

This section exposes your heart to your audience – people don't care how much you know until they know how much you care.

This section tells them that you know what it's like to be them.

WE

How does this issue affect all our daily lives?

Find common ground with your audience around the issue.

This sections assures your audience that this is a relevant topic by applying the tension to as many areas as you can.

This section creates a tension that your audience is dying for you to resolve.

Don't spend your time answering questions that nobody is asking.

GOD

What does God say about this issue?

Transition to the text to discover what God says about the tension or question you have introduced.

Engage your audience with the text.

Don't be scripture light and story heavy.

YOU

How are YOU (personally) going to respond to what God says about this issue?

How does this apply to me? My family relationships? My church relationships? My community relationships? My relationships with those who don't know Jesus? My relationships in the marketplace?

How does this apply to different stages of life?

How does this apply to believers and unbelievers?

How does this apply to someone you know that is not here?

Challenge your audience to act on what they have just heard.

This is where we answer the question "So what? And "Now what?"

WE

How are WE (corporately) going to respond to what God says about this issue?

Close with several statements about what could happen in your community, your church, or the world, if everybody embraced that particular truth.

This section is about vision casting...imagining a world where God's Word changes people.

This section is about inspiring people to dream what we could be, applying God's Word together.

MY PASSAGE:

MY GOAL: To teach people HOW TO LIVE A LIFE that reflects the VALUES, PRINCIPLES, and TRUTHS of the Bible.

- What is my “So What?”
- What is my “Now What?”

What do I want them to know from the passage that I can building all my communication around and make it stick?

What do I want them to do about it?

MY BIG IDEA IS:

MAPPING MY MESSAGE:

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4. Determine Your **GOAL**.

5. Find Your **BIG IDEA** (one point).

6. Map Your Message.

- ☐ Lay out your communication for **CLARITY** and **PURPOSE**.
- ☐ Once you find your big idea, you need a way to **INTRODUCE** it, **SUPPORT** it, and **APPLY** it to your audience.
- ☐ **ORGANIZE** your communication around your big idea.

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