

The 4 ACES Messaging Framework



4 quarters

No one wants a pocketful of pennies. Your audience is looking for big ideas they can use. Make it easy for them – share your top three or four points.



Audience-centered

What problems do you help your audience solve?
What's in it for them?



Concrete

Technical language exhausts your readers. Concrete language takes them by the hand and guides them.



Emotional

People will react emotionally to your content before they invest time to assess it rationally.



Simple

Try explaining your work to an older family member. If it confuses them, there's a good chance your audience is confused as well.

