

# Master Your Message Checklist

- What is the message God is calling you to share?  
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- Know WHO your message is for  
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- Understand the problem your message solves  
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- Focal scripture(s)  
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- Craft a captivating opening - Start in the middle of the action
- Create a connection from your story to her problem?  
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- What is your sticky statement? Memorable, concise, & relevant to your message  
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- Craft your transformation - how God moved in your life & how will this inspire/ challenge your audience?  
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- Create a compelling closing that moves your audience to action?  
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