What is message testing?

Learn if your message works before you publish

Why good messages still fail

- We write from inside our own heads
- Audiences may read it differently

Message testing defined

- Show a draft to a small, similar group
- Learn how they understand and react

How testing improves a message

- Clearer words and sentences
- Better fit for language and channel
- Fewer risks to trust, time and money

Simple, not fancy

- Ask: what is this about? What would you do?
- Listen. Do not explain or defend.

Testing checks understanding, not praise

Liking a message is not the same as getting it.

Your local example

- Pick one message in your workplace or city
- [add local example]
- What could a small test have shown?