



4 Cornerstones of Your Message Platform

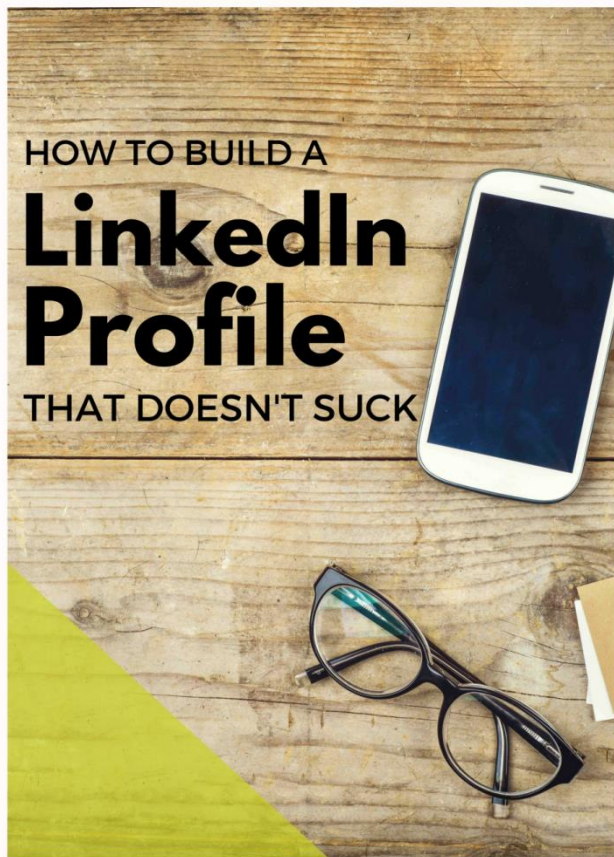


**“ Healthcare providers have a moral
obligation to provide information.”**

*Dr. Farris Timimi,
Mayo Clinic Center for Social Media*



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CAROL BUSH
 OCT 14-16
 FOR THE #NNBA2016
 CONFERENCE
 WHERE SHE'LL SERVE AS THE
 VIRTUAL SOCIAL MEDIA AMBASSADOR
 @THESOCIALNURSE



BY CAROL BUSH



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Carol Bush's Nursing Blog



Carol Bush, RN 473 Views

Joined May 2, '16 - from 'Rose Hill, Kansas'. Carol Bush is a Entrepreneur & Oncology Nurse Consultant. She has '30 and counting!' year(s) of experience and specializes in 'Oncology, Telehealth & Entrepreneurship'. Posts: 10 (70% Liked) Likes: 24

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by [Carol Bush](#) - Delivering bad news is difficult—so difficult that it takes finely tuned skills, coaching, and practice to do it candidly and respectfully. As an oncology nurse who has delivered plenty of...



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by [Carol Bush](#) - Repeat after me: "Money is a tool." As part of our toolkit, it's something we can gain competency in managing, just like other tools we use in our nursing practice! First, a couple of...

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The Savvy Scribe Podcast



Carol Bush, RN & Jannine Kelbach, RN



Feeling, Factual Doers

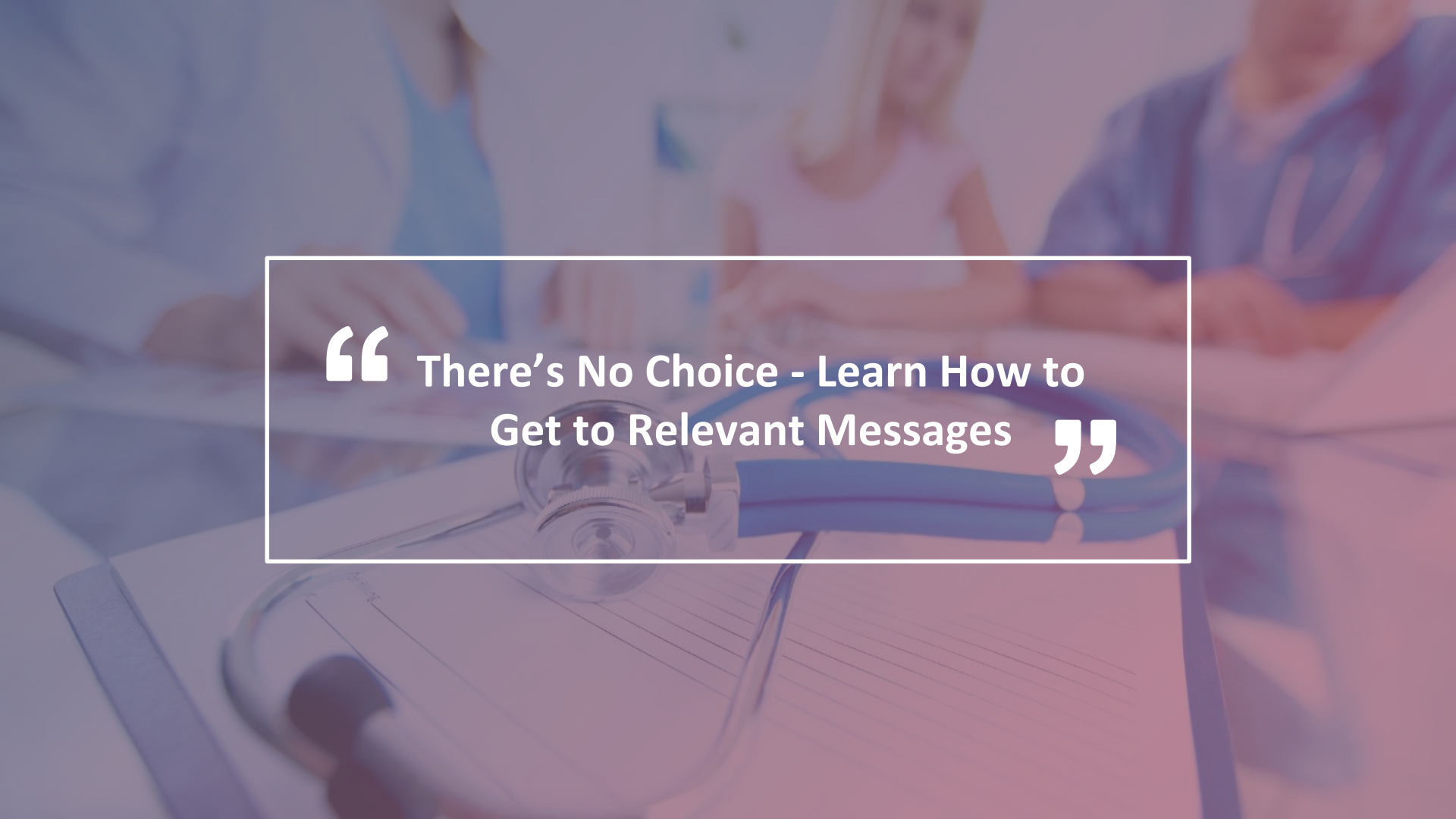
Marketo 2017

Thinkers – Tech Savvy & Visionaries

Feelers – Story Tellers

Doers – Execute Services & Designs

There is great power in healthcare content, but also great responsibility.



**“ There’s No Choice - Learn How to
Get to Relevant Messages ”**

BEFORE You Shape Your Message Platform



Build Your Message Team
Insights, Relationships, Networks



Who Has the Greatest Influence?
Target audience - no more than 3!



Clarify Your Top 3 Goals
and actions you want folks to take



Get to Know What's Important
Wants, Values, Preferences



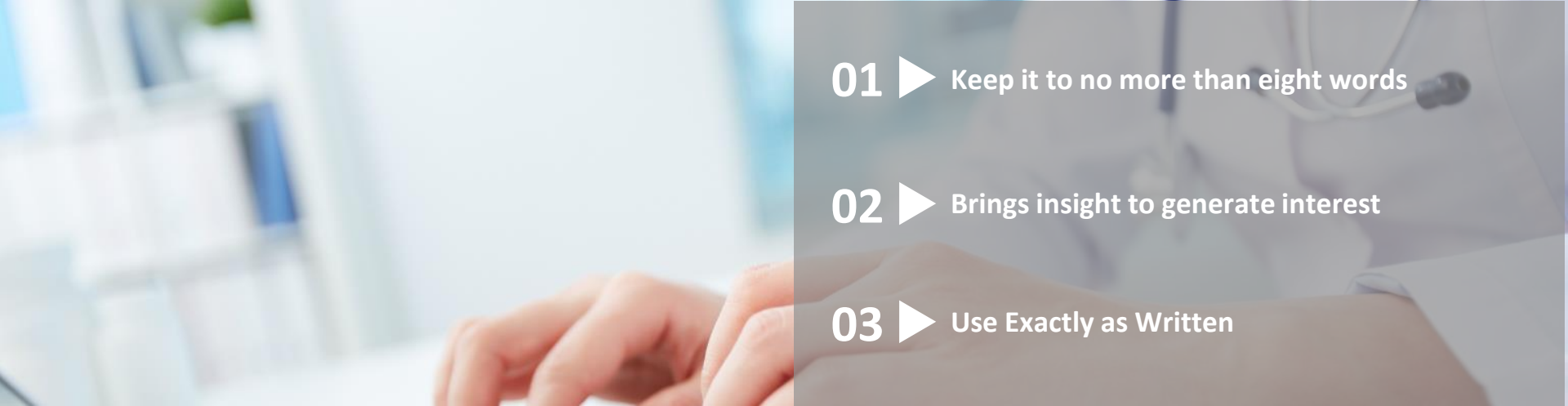
BECOME A THOUGHT LEADER
Blogging, Micro-Blogging



BE A TRUSTED SOURCE
Save the world from fake facts!

1. Tagline

Value - Extends your organization's name



01 ▶ Keep it to no more than eight words

02 ▶ Brings insight to generate interest

03 ▶ Use Exactly as Written

Community Food & Justice Coalition

Food for People, Not for Profit

Maryland SPCA

Feel the Warmth of a Cold Nose

2. Positioning Statement

Connects Your Organization to Others



01 ▶ 1-3 sentence statement

02 ▶ What makes you unique. What you care about

03 ▶ Its NOT your mission statement

Rural Women's Health Project

Environmental Health Coalition

3. Key Messages - Talking Points

Succinctly elaborate positioning statement



01 ▶ Set of 4-6 key messages

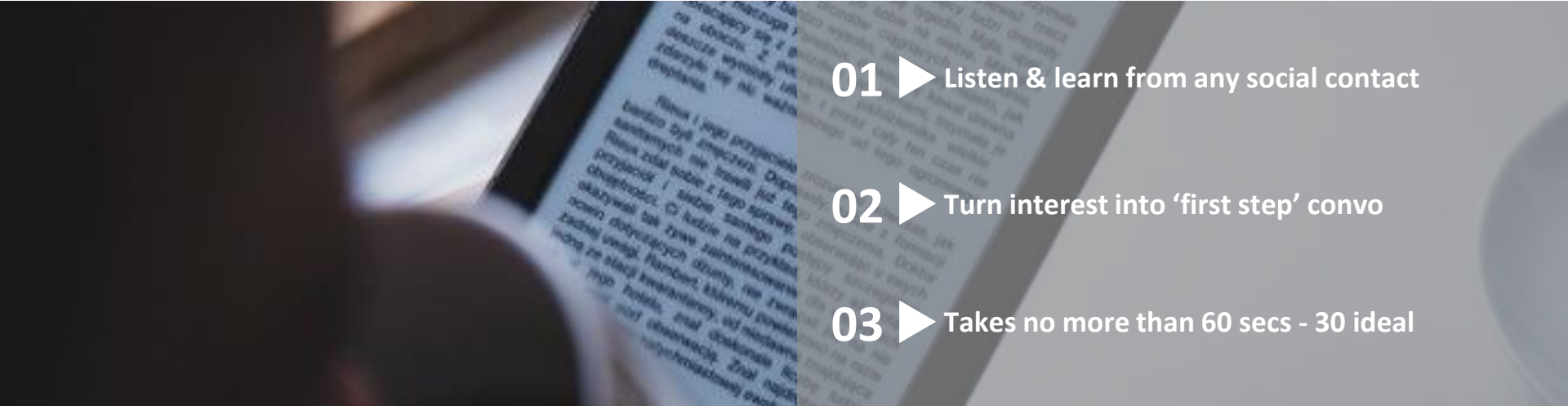
02 ▶ No more than 2 sentences in length

03 ▶ Prep Proof Points for each

Use in both written and verbal conversation
Convey essential ideas, don't need to be used exactly

4. Elevator Catch

Not Pitch



01 ▶ Listen & learn from any social contact

02 ▶ Turn interest into 'first step' convo

03 ▶ Takes no more than 60 secs - 30 ideal

Lead In
Question
Differentiator
CTA

Next Steps - Inventory - Revise - Focus



What is in place?
Created on 4 Must Dos?
Revise (or Create new)
Focus - Next 90 days?



What's Holding You Back From Effective Messages?

Resources

Talking Points -

Creative Brief -

Carol's Scheduling App



"IN WRITING, YOU MUST

KILL ALL YOUR DARLINGS."

- WILLIAM FAULKNER



QUESTIONS?

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