

How to prepare

- Learn about the:
 - Reporter
 - Audience
- Develop effective key messages:
 - “Sound Bites”
 - Examples
 - Unique brand positioning



How to prepare

- Develop strong, relevant and effective messaging
- Strong messaging strategically positions Sons of Norway:
 - Highlights Sons of Norway's strengths
 - Sons of Norway is a financial services and international cultural organization that inspires community support and involvement through its membership
 - Sons of Norway offers members financial support and cultural enrichment, as well as volunteer and ongoing philanthropic support opportunities
 - Sons of Norway started with preservation – of cultural values, and financial support of family and community. It continues to be relevant today. Inspiring community involvement, offering financial security, growing by giving back.



Avoid weak messaging

- If Clause
 - Weak: “If you compare us to other fraternal organizations ...”
 - Strong: “Sons of Norway offers a unique organizational structure that allows members to be as active or as flexible as they want...”
- Hollow Assertions
 - Weak: “Sons of Norway is the premier...”
 - Strong: “We’re not the best kept secret, we’re actually the largest Norwegian organization outside of Norway ...”
- Stale Stuff
 - Weak: “We were honored...in 2004”
 - Strong: “Our CEO was named this year as the new consul general of Norway’s honorary consulate...”



Avoid weak messaging

- Wishful Thinking
 - Weak: “We want to be the leading provider of insurance products...”
 - Strong: “Sons of Norway is all about mutual support, whether that’s financial, cultural or charitable...”
- Future Speak
 - Weak: “We’re planning to... We’re going to create...”
 - Strong: “Today in any of our local groups you’ll find a vibrant social and cultural experience that keeps Norwegian heritage alive and prosperous...”

