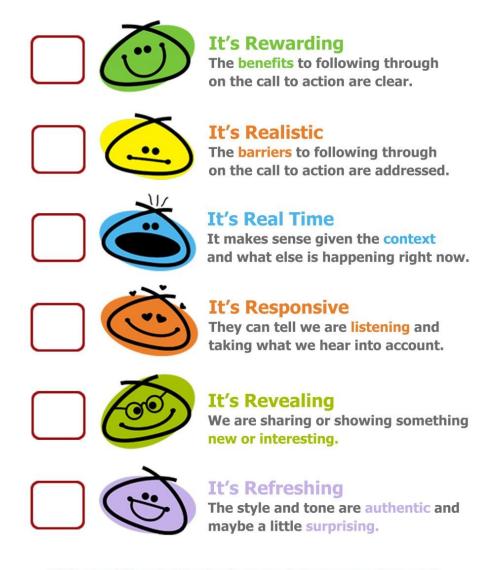
Is My Message Relevant?

Try to check off at least two of the Six R's of Message Relevance with each of your messages.



This checklist works a lot better when you are clear and specific about your target audiences and your calls to action!

