

How to get your message out

Webinar 1

Who are you talking to?

September 22, 2022



Project Team: Amber Dalke, Retta Bruegger & Sheila Merrigan



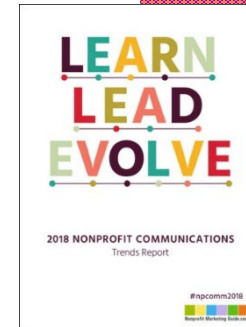
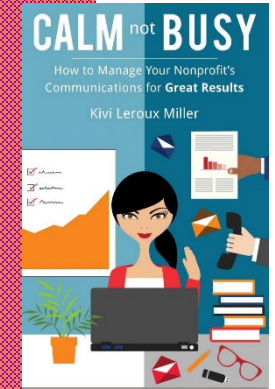
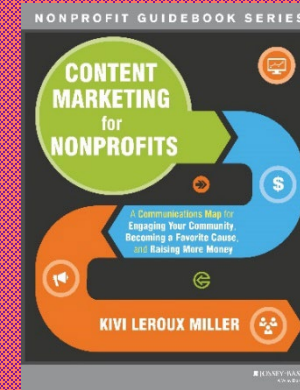
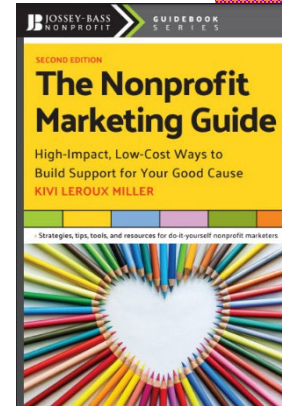
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Kivi Leroux Miller
Founder and CEO

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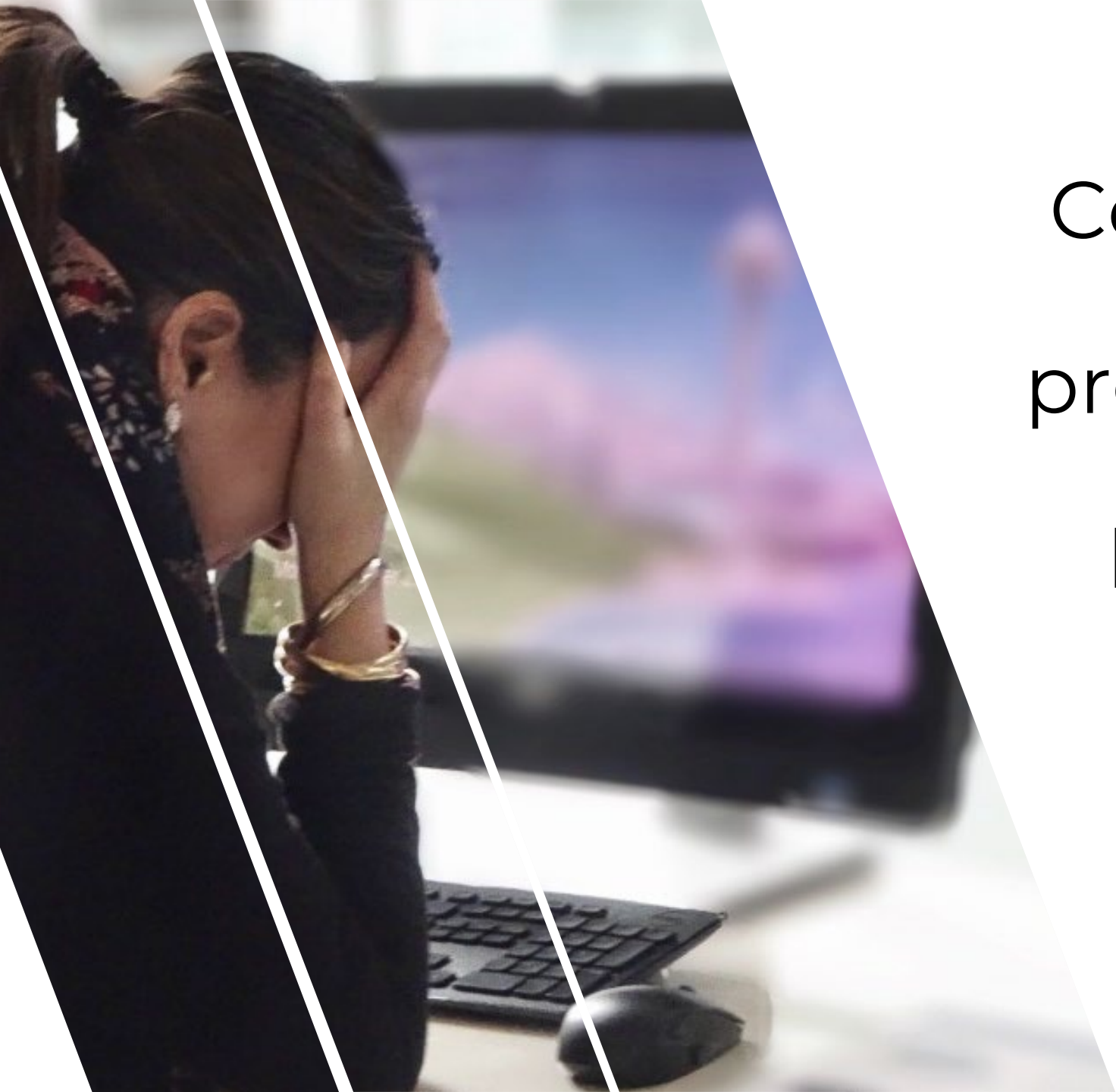
Zoom Chat: Answer questions I throw out,
and share ideas with each other.

Zoom Q & A: Your questions for me.



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Communications
work that
produces results is
always **much
harder than it
looks.**



How to get your message out

An online communication
roadmap for
rangeland professionals



Amber Dalke, Retta Bruegger & Shella Merrigan



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September 2022

<https://rangelandspartnership.com/communication>

The Rangelands
Partnership
comms
roadmap will
make your life
much easier.



Our Three Sessions Together

- **Who** Are You Talking To (Today)
- **What** Are You Saying to Them and What Should They Do? (October 20)
- **How** Will You Deliver Your Message to the Right People? (November 17)

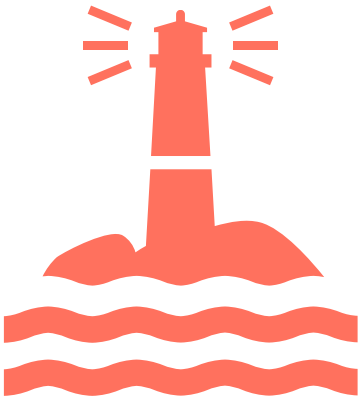


Building Blocks for Successful Communications

- **Clear objectives:** What does awareness, interaction, or engagement look like?
- The **three most important questions** to be answering at all times.
- Taking time to think ahead = **communications plan that gets results.**



Your Objective: Community Engagement



Awareness



Interaction



Participation



**What might
successful
participation look like:**

Who is doing what?

*Ranchers in my region sign up for my drought
planning seminar*



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**What metrics or
indicators could you
use to assess
success?**



How Can You Measure That?



**Joining,
Subscribing or
Following**



**Participation
Levels**



**Change in
Knowledge or
Understanding**



**Increased
Demand or
Desire**



**Change in Tone
or Attitude**

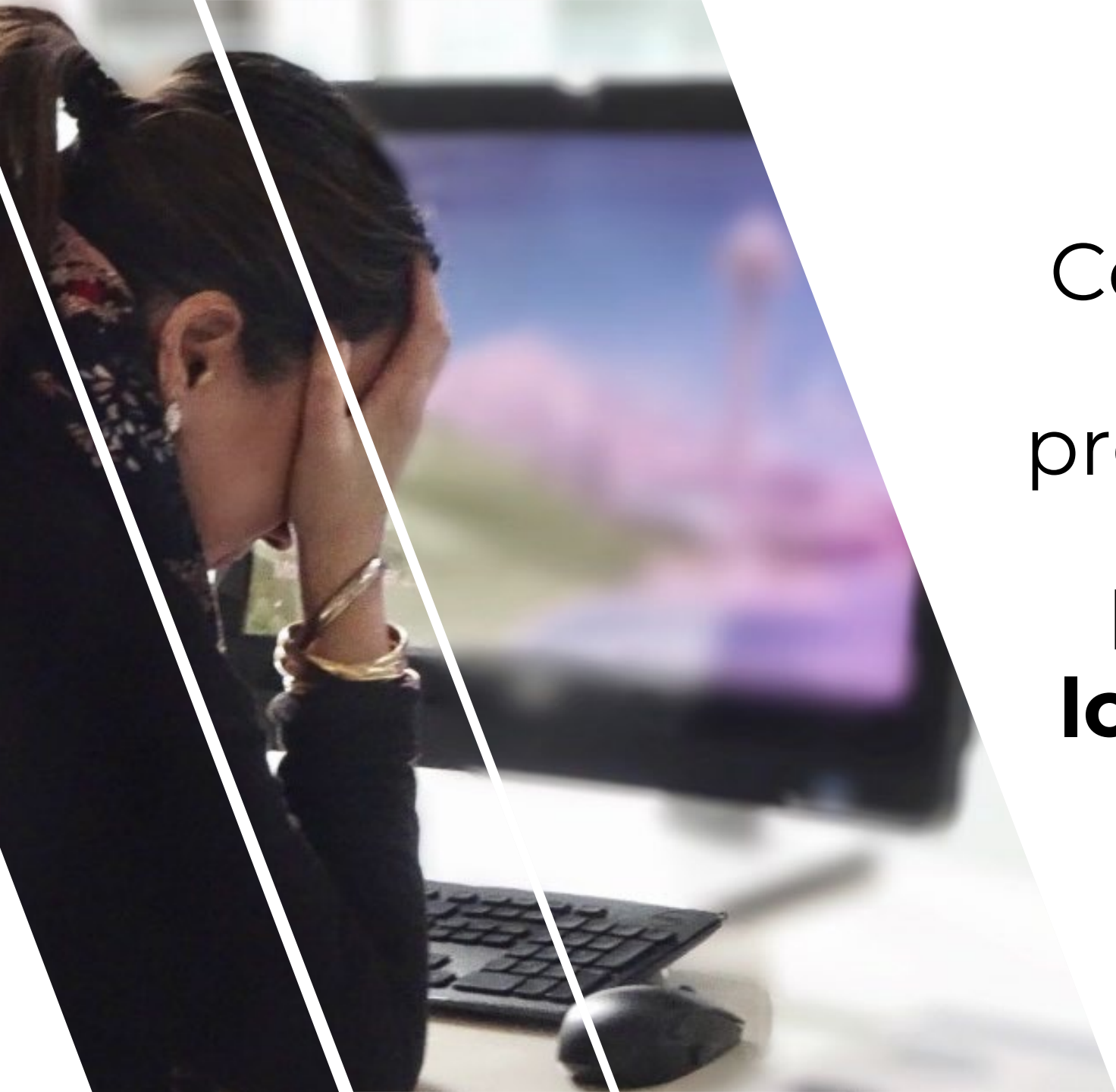


**Increased
Readiness or
Empowerment**



**Change in
Behavior**

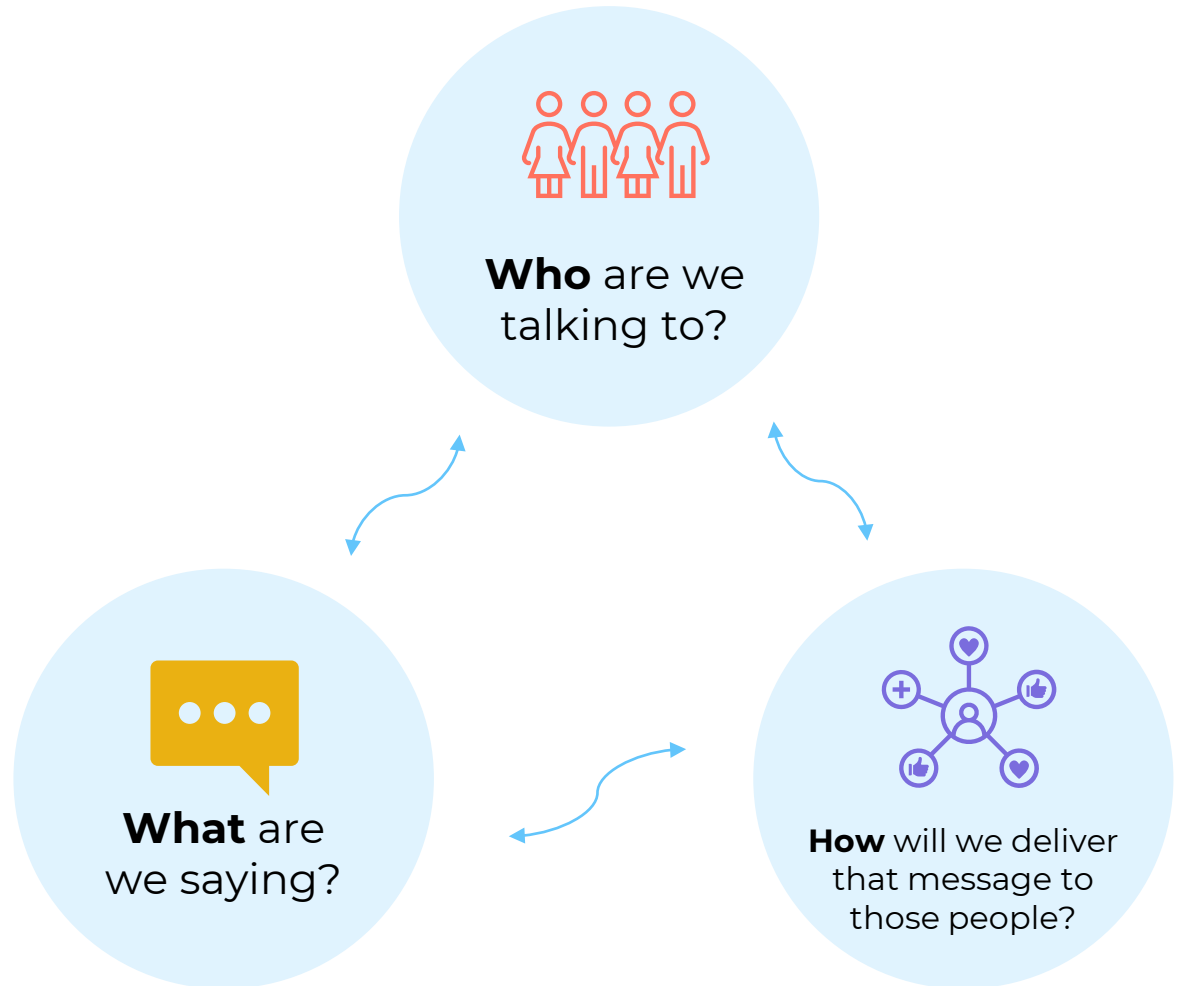




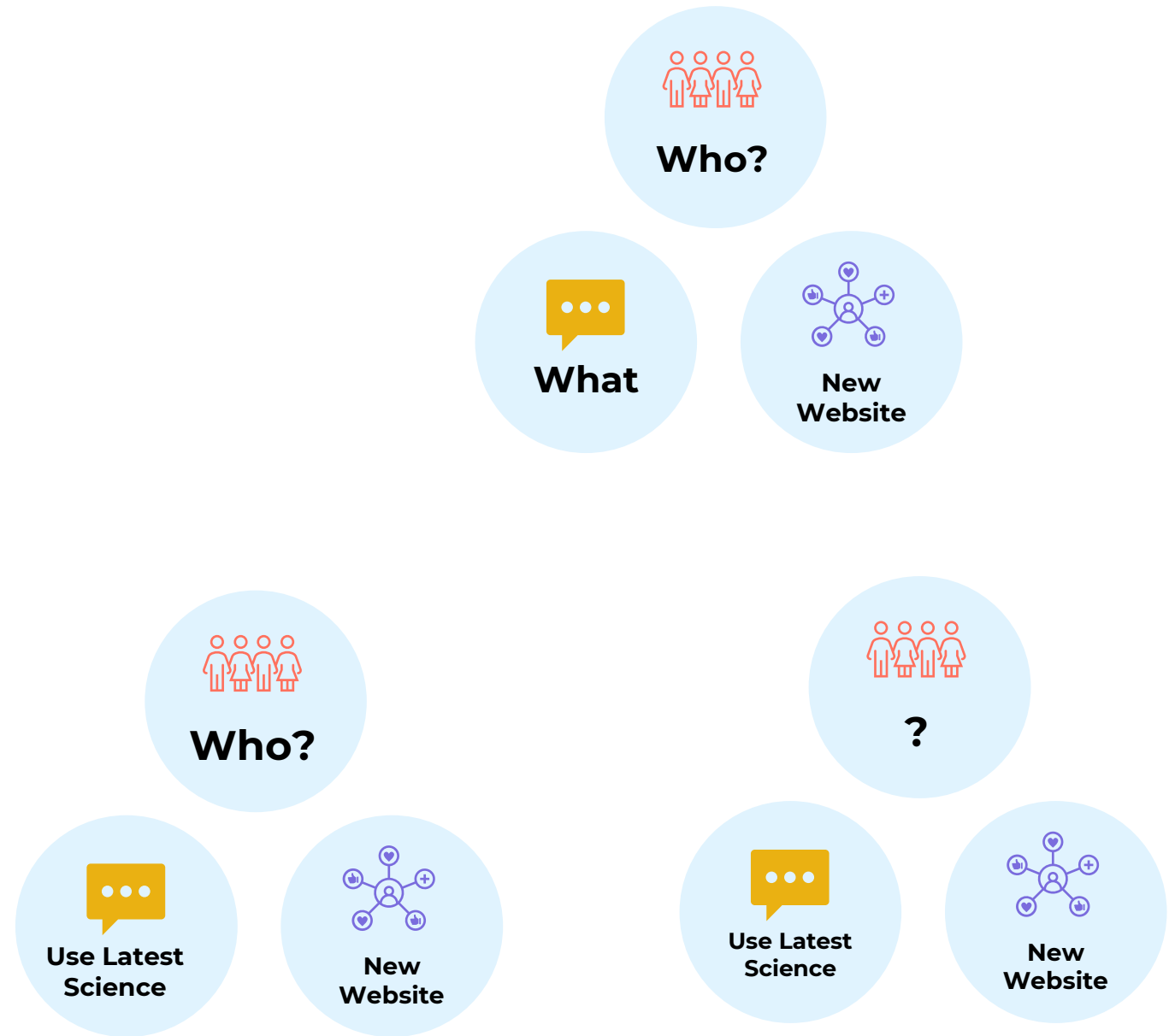
Again:
Communications
work that
produces results is
always **much
harder than it
looks -- but you
CAN do this!**



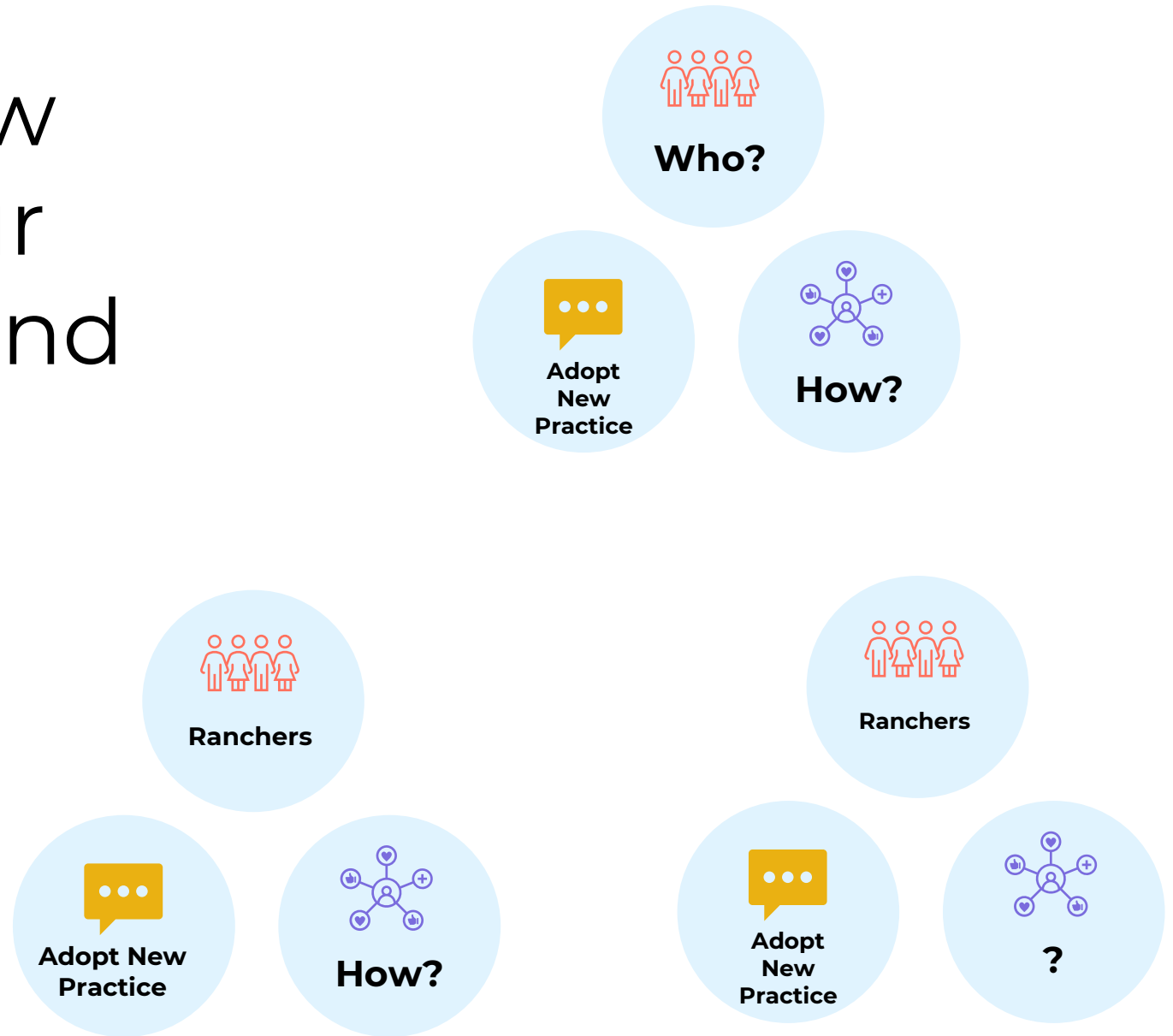
The Three Most Important Questions = The Quick and Dirty Marketing Plan



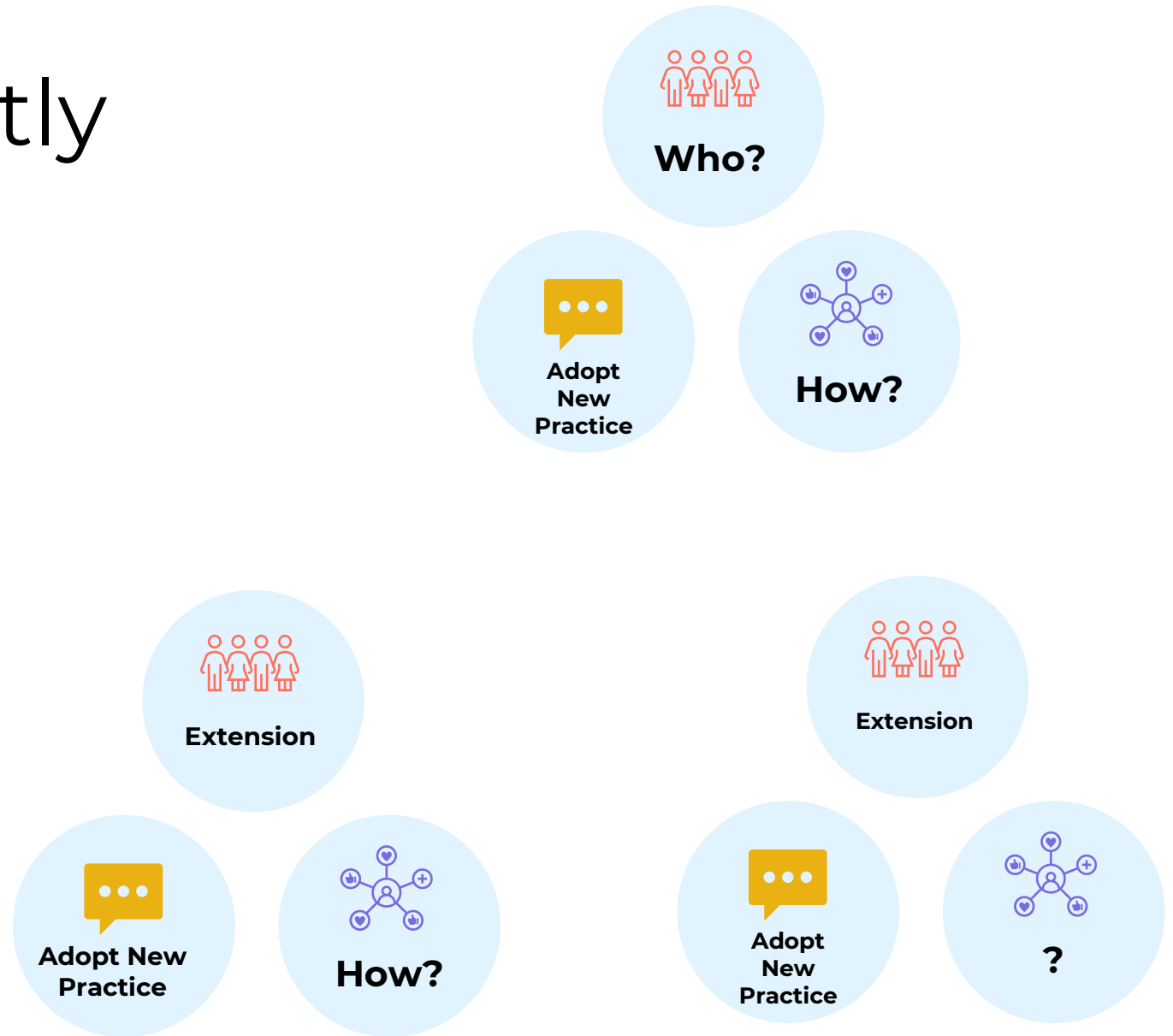
How it often begins . . .



You usually know one answer. Your challenge is to find the other two to match.



You are constantly
adjusting as you
make decisions.





Who are we
talking to?

**Our brains are incredibly
effective filters.**

They do get clogged with
junk sometimes . . .

But for the most part, we see
and hear what is **relevant to
us.**





Who are we
talking to?

Segment Your Big Audience into Groups

Rangelands
Professionals = Fruit

Ranchers = Oranges
Extension = Apples
Researchers = Pears





Who are we
talking to?

You have to find the
right balance among
target audiences.

Or, find the right PSI:

- ***Participants***
- ***Supporters***
- ***Influencers***





Who are we
talking to?

Try to reach everybody, and
you reach nobody.

You have to know your
somedbodies (target
audience).

Demographics (age,
location, etc.) are OK.

Psychographics (how
people think and feel) are
better.





It's easier to do nothing.

Two things create the motivation needed for action:

- Our Fears
- Our Desires



Who are we
talking to?



Fear can look like

- Problems
- Questions
- Roadblocks



Who are we
talking to?



A close-up photograph of a hand reaching out to touch dry, cracked, and clumpy soil. Several small green plants with thin blades are growing out of the soil. The image is partially covered by a white diagonal line.


The biggest fear of all that motivates action?

- Fear of Loss



Who are we
talking to?





What fears (problems, questions, roadblocks, potential losses) do you see in the rangelands management community?



Who are we talking to?



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Desires can look like

- Hopes
- Dreams
- Comfort



Who are we
talking to?



What desires (hopes, dreams, wanted comforts) do you see in the rangelands management community?



Who are we talking to?



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Empathy Map for

Say

Think

Do

Feel

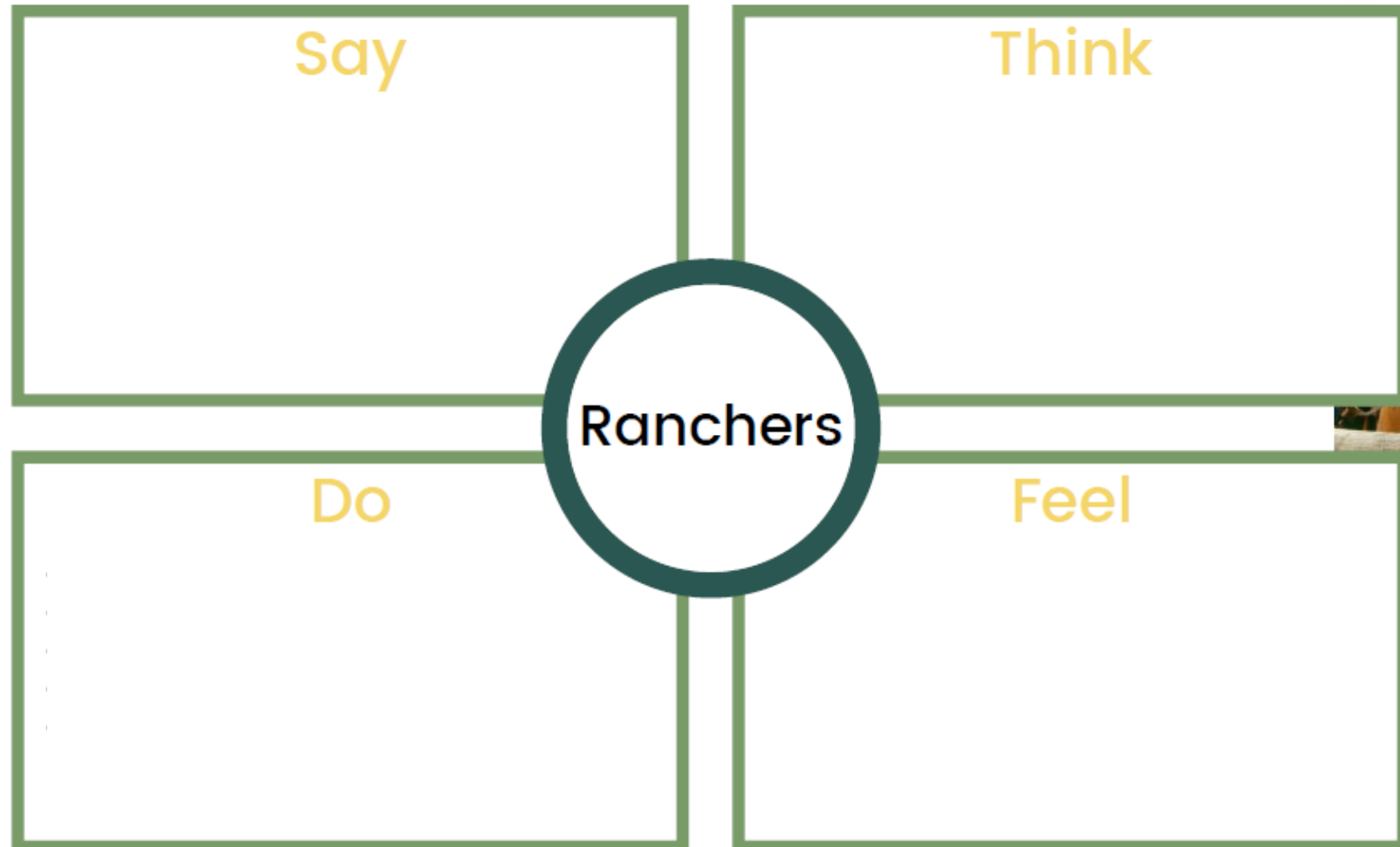


EXAMPLE

For your drought management planning workshop,
your primary target audience is ranchers

What do ranchers experiencing drought say, think, do, and feel?

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What do ranchers experiencing drought say, think, do, and feel?

Say

- I hope we have good rain this year
- Conservation is great, but my bottom line requires certain actions
- Private ranches provide public benefits

Think

Ranchers

Do

Feel



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Ranchers

Do

- Keeps the business afloat
- Consider opinions of neighbors
- Tries to survive
- Reads trade magazines
- Attends Extension workshops

Feel



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Think

- How will I feed my livestock?
- When will the drought end?
- Rain used to be reliable
- I know what is right for the land, my family has been ranching here for five generations

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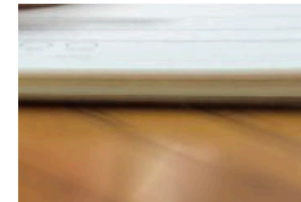
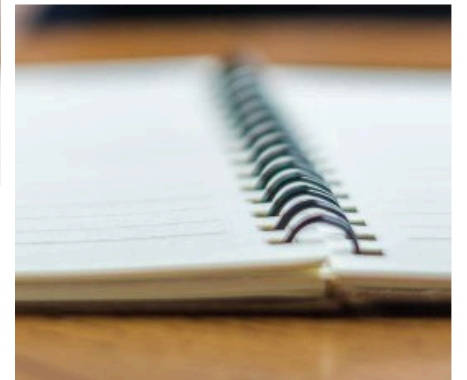
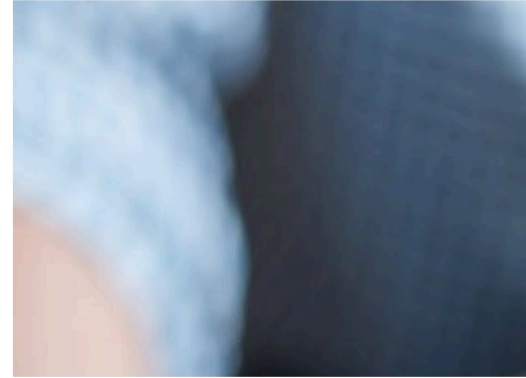
- Emotional stress from drought
- Pressure to cull livestock
- Financial pressure & market uncertainty
- Strain and frustration to meet environmental regulations



What's your #1 takeaway
from today's session?



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Who are we
talking to?

**Talking to everyone is
talking to no one.**

We need to talk to **specific
types of people (segments).**

We need to **find the right mix
of PSIs** (participants,
supporters, influencers).

We need to understand their
fears and desires so we can
create appropriate messaging.



One step closer to better online communication



Access all webinars, communication guide & more resources

rangelandsgateway.org/communication



Webinar 2 – October 20, 2022 – 12 pm PT

What are you saying to them & what should they do?



Webinar 3 – November 17, 2022 – 12 pm PT

How will you deliver your message to the right people?



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COLORADO STATE UNIVERSITY
EXTENSION



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