



Selecting the Right Frame – Reflection Worksheet

Selecting the right frame for your message can be tricky! You can use the following steps below to select the message frame that will work best for you. Each step has a set of reflection questions to help you decide how to frame your message.

Step 1: Determine What You Want to Communicate

Who is your audience?

What do you want your audience to think?

How do you want your audience to feel?

What action do you want your audience to take? Your answer to this question is the goal of your communication.

Step 2: Understand How Your Audience Might Interpret Your Message Differently Than You

Does your audience agree with you already? Why or why not?

Are they questioning your value or the understanding you have of the situation? Why or why not?

What perceptions might your audience have that would affect how they hear your message?

Step 3: Use PHRASES Research and Tools to Tailor Your Message

Now that you have reflected on the goal of your communication and how your audience might hear an unframed message, review the 10 Framing Recommendations (<https://www.phrases.org/framing-tools/>). Which one would be most helpful for framing your message? Why do you think this is the best frame?