# THE FOUR CS FOR CREATING A CONVINCING AND COMPELLING MESSAGE

## 1. Make it concise:

Keep the message short and to the point

#### 2. Make it clear:

Make your message easily understandable

## 3. Make it credible:

Ensure your message is in line with other information and endorsed by a reliable source

# 4. Make it consistent:

Repeat the same message to all the people with whom you communicate