

Core Message Test - Filled Example

Completed example: Jordan Lee for Riverside Council | Prepared September 15, 2026

A completed message-development worksheet showing the campaign's core contrast, proof points, audience language, and disciplined message testing.

Completed message box

Question	Campaign answer
What we say about us	Jordan Lee will make local government practical, transparent, and focused on neighbourhood results.
What we say about the choice	This election is a choice between measurable neighbourhood action and another term of unclear timelines.
What opponents may say about us	Jordan lacks council experience and is too ambitious.
Our response	Jordan has led community projects with public budgets, deadlines, and published results - the exact discipline council needs.

Message test

Test	Result	Revision
Relevant to target voters	Strong: traffic safety, recreation access, and tax accountability dominate canvass notes.	Lead with neighbourhood outcomes before process language.
Distinctive	Moderate: accountability is common language.	Use proof phrase: "published timelines and public progress reports."
Credible	Strong when paired with community-board examples.	Include one concrete example in every long-form message.
Repeatable	Strong after shortening.	Final core line limited to 18 words.

Final approved message

"Jordan Lee will deliver safer streets and reliable local services with published timelines, clear budgets, and public progress reports."

Training note: This is a fictional completed example. Campaigns should replace all entries with their own facts and verify jurisdiction-specific legal, finance, privacy, and election requirements with current official sources.