

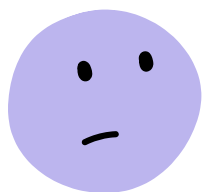
# Is My Message Relevant?

Try to check off at least two of the **6 R's of Message Relevance** with each of your messages.

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## It's Rewarding

The **benefits** to following through on the call to action are clear.

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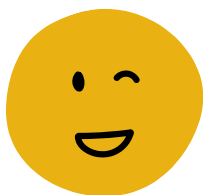
## It's Realistic

The **barriers** to following through on the call to action are addressed.

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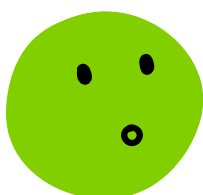
## It's Real Time

It makes sense given the **context** and what else is happening right now.

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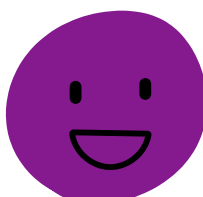
## It's Responsive

They can tell we are **listening** and taking what we hear into account.

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## It's Revealing

We are sharing or showing something that is **new or interesting**.

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## It's Refreshing

The style and tone are **authentic** and maybe a little **surprising**.

