# Layers of Strategy

**Overall Strategy**
- Define the problem you want to address.
- Clarify the solution you seek.
- Identify the target with the power to make the change.
- Enlist the allies who can help make your case.
- Identify what you will do to influence the target.

**Media Strategy**
- Identify the best way to communicate with your target.
- Decide whether or not engaging the media will advance your overall strategy.
- Find the media outlets that will reach your target(s).
- Compile the media tactics you will employ.

**Message Strategy**
- Frame the issue to reflect your values and solution.
- Create a message that describes the problem, the solution, and why it matters.
- Assess and improve the effectiveness of your message.
- Decide who will convey your message, and prepare them to deliver it.
- Gather the materials you will need to make your case.

**Access Strategy**
- Determine when media attention could affect the change process.
- Figure out how you will gain access to the media.
- Prepare newsworthy story elements to offer reporters.
- Pitch the story.
- Capture, assess, and reuse the news coverage.