

Five Ways to Avoid Messaging Blind Spots

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Communication impacts every aspect of an organization, and visual information is more important than ever. It should work on many levels- appealing to existing audiences, attracting ones you haven't met, supporting content and telling part of your story at a glance. The right pictures will enhance your brand—the wrong ones can damage it.

Zena Consulting's process for developing collateral that aligns with local markets begins with our **Blind Spot Test**.

Use it as a conversation starter, or take a few minutes to rate how inclusive your message is. Here's how: zero means 'I don't know', and 5 means 'Yes'. Tally your score and find next steps, right.

1. Images respectfully represent new and potential clients. ____
2. Messages appeal to ELL and non-traditional learners. ____
3. Subliminal messages about gender, ethnicity, age and class are positive and align with our sector or marketing goals. ____
4. Photos don't offend more traditional or religious clients. ____
5. Our cultural inclusion values are clearly conveyed. ____

TOTAL SCORE ____

Call Lee Mozena at 206.368.9608 or text 207.619.2413 to talk about your **Test Results** and engaging overlooked markets.

Test Results



Fuzzy / 6-11

Don't panic— start where you are. Ask us for some simple ideas to improve your messaging appeal.

Squinting / 12-22

Great start! We can provide data to align marketing collateral with your multicultural audiences.

Panoramic / 23-30

Your messaging is savvy and culturally inclusive. Do you want more main-stream connections?