



Craft an Impact Statement for Your Message

What one thing am I trying to say?

(There is only one central idea in a great sermon.)

What is my subject?

(The subject of the sermon should be the subject of the text.)

What is my theme?

(This is the aspect of the subject you will deal with – limit the subject with at least one modifier and add focus.)

What is my message?

(This is the core of your sermon – the proposition – a simple, declarative sentence that tells the people what you want them to think, do or believe.)

What does my message lead to?

(This is the **bull's eye** of response, result, application to arrive at.)

Impact: My **objectives**:

Thinking – Cognitive – Awareness: I want my listeners to **know** when I finish:

- 1.
- 2.
- 3.

Feeling – Affective – Attitude: I want my listeners to **feel** when I finish:

- 1.
- 2.
- 3.

Doing – Behavioral – Action: I want my listeners to **do** when I finish:

- 1.
- 2.
- 3.

What specific application am I aiming at?

How will I work toward accomplishing this impact?