

Worksheet: Developing Messengers for Every Occasion

<p><i>Who's your audience and what are you trying to persuade them to do?</i></p> <p><i>Be as specific as possible!</i></p>	<p><i>What do you know about their values, concerns, and motivations?</i></p> <p><i>If you're not sure, where can you find out more about them?</i></p>	<p><i>Who are the messengers you / your organization already have who'd be the best fit for this audience?</i></p>	<p><i>Who are the people you already have a relationship with who have qualities that would make them great messengers for this audience?</i></p>	<p><i>What categories of people would be great messengers for this audience if they were invested in your desired outcome?</i></p>