Upping Your Messaging Game Worksheet

Who is your target audience?

<table>
<thead>
<tr>
<th>What is the primary value you’re tapping?</th>
<th>What is their biggest barrier to action?</th>
</tr>
</thead>
</table>

**Value statement** – what will make your audience nod their head in agreement?

**Round 2**

**Barrier buster** – your pre-buttal. What you would say to their “yeah, but…”

**Round 2**

**Ask** – the one specific thing you want them to do.

**Round 2**

**Vision** – the “so what?” How do things improve because they take action?

**Round 2**