

## Creating Compelling Messages Worksheet

**Who are you trying to reach with this message?** *(Remember to keep your audience as narrow as possible and only select one audience at a time – different audiences need different message boxes.)*

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**Brainstorm a list of values that your audience has. Circle the one that is most important that you will tap into with your message.**

**Brainstorm a list of barriers that your audience has. Circle the one that is most important that you will overcome with your message.**

**Now fill in the four sections of your message box.**

