

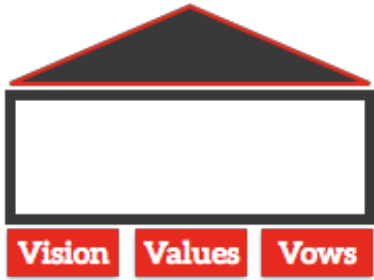
Who is your audience?

Investor  
**Client**  
Donor

Talent  
**Partner**  
Sponsor  
Policy Maker

Journalist / Analyst  
**Conference Attendee**  
Online Community

What is your desired ROI?



**Message Blueprint™**

Draw a picture of your **Vision**

**EXERCISE:** "My vision for our future is....."

What **Values** are important to you?

**EX.:** "It's important because....."

What is your level of commitment? **Vows**

**EX.:** "My commitment to you is..."