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[BRIEF D.R.A.F.T. CARD]®

A method to ensure you know your audience

DESIRED OUTCOME **D**

what I want to achieve

RELATIONSHIP **R**

how my audience views me

CURRENT VIEW

DESIRED VIEW

ATTITUDE + ACTION **A**

how I would like to change what the audience is thinking, feeling + doing

Define My Audience:

CURRENT MINDSET

THINK

FEEL

DO

DESIRED MINDSET

THINK

FEEL

DO - *MINIMUM DEFINITION OF SUCCESS*

FORMAT **F**

setting or method of communication [e.g., email, meeting, call, etc.]

TONE + TIMING **T**

how and when the message should be delivered

PROJECT	DATE	REVISION
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