

Deliver Influential Messages Worksheet

Your Audience	Interests – Needs – Motivations
	What's important to the people you're influencing? What's persuasive to them? What do they care about?

Make Your Case	
Logical Appeals Evidence – Facts – Rationale	Emotional Appeals Values – Concerns – Aspirations

Quick Check: Are your appeals framed around the audience's interests?

Potential Objections

What concerns or objections might they raise? How will you respond?