

Listener Profile Worksheet

Module 2.5 · Advocacy Academy · Steampunk Farms

Profile a specific person you want to reach. No names needed — just archetype analysis, value mapping, and story planning for this individual.

| Question | Your Answer |
|--|-------------|
| Who is this person? (relationship only) | |
| Dominant archetype: | |
| Secondary archetype (blend): | |
| What do they bring up first in conversation? | |
| What language do they use? | |
| What makes them defensive? | |
| Value I would lead with: | |
| Scene I would set: | |
| The turn I would use: | |
| ONE ask I would close with: | |

Dignity Check for This Person

Before telling this person your story, verify:

- Would they feel invited, not lectured?
- Does my story respect their values — even the ones I disagree with?
- Is my ask small enough that saying no feels harder than saying yes?