

Pre-Suasion Sequence Planner

Module 2.6 · Advocacy Academy · Steampunk Farms

Design a complete pre-suasion sequence for a specific person and conversation.

Archetype Pre-Suasion Sweet Spots

Archetype	Start With	Pre-Suasion Question
Country Raised	Shared local experience	"How's the [local thing] this year?"
Pragmatist	A good question / surprising fact	"Did you know that [unexpected fact]?"
Protector	Their family / daily routines	"You clearly care about [family thing]"
Idealist	Shared values (not outrage)	"What are you working on right now?"
Traditionalist	Respect for heritage	"I admire hpecyour family does [tradition]"

Your Sequence Plan

Step	Your Plan
Target person (archetype):	
1. READ — Environment & mood:	
2. MATCH — Meet them where they are:	
3. BRIDGE — Connecting topic:	
4. OPEN — Moment of curiosity:	
Story Map entry point:	
Channel Factor in the ask:	

Failure check: Is my setup transparent? Does my mood match theirs? Am I crossing the bridge too fast?