

Message Matrix Template

Module 2.9 · Advocacy Academy · Steampunk Farms

My Advocacy Goal: _____

	Country Raised	Pragmatist	Protector	Idealist	Traditionalist
Entry Point					
Story Frame					
Emotional Tone					
The Specific Ask					
Pre-Suasion					
Best Channel					

Authenticity test: Would you be comfortable if all five listeners heard all five messages in the same room?