

# Level 3 Toolkit Checklist

Module 3.12 - Everything You Built

Module	Tool / Artifact	Complete?
3.1	Five Archetypes strategic profiles	
3.1	Blended archetype analysis method	
3.2	Country Raised deep dive profile	
3.3	Custom archetype profile (your audience)	
3.4	Advanced counterargument framework	
3.4	Concession-and-rebuttal scripts	
3.4	Preemptive rebuttal template	
3.5	Logical fallacy field guide	
3.5	Self-audit checklist	
3.6	Ecosystem map (allies/persuadables/opponents)	
3.6	Ripple map	
3.6	Coalition seed (roles assigned)	
3.7	Newsworthiness audit (scored)	
3.7	Media pitch draft	
3.7	Platform-archetype content plan	
3.8	Legislative map (officials + staff)	
3.8	Public testimony draft	
3.8	Staff relationship plan	
3.8	Inside-out/outside-in strategy	
3.9	3 SMART goals with Commitment Ladder	
3.9	90-day Big Rocks timeline	
3.9	Resource inventory	
3.9	One-page campaign plan	
3.10	Opposition profile	
3.10	Pivot plan (Day 30/60/75)	
3.10	Team morale protocol	

3.11	30-day challenge data + debrief	
3.12	Advocacy Identity Statement	
3.12	Coalition Advocacy Plan (full)	

**If you've completed 25+ of these, you're ready for Level 4.**

Advocacy Academy - [rescuebarn.steampunkfarms.org/academy](https://rescuebarn.steampunkfarms.org/academy)