



PERSUASIVE NARRATIVE Exercise Worksheet #3

How to weave your persuasive narrative into conversations by asking the following questions:

- Who is your audience?

- Are they more of “numbers person” or a “people person”?

- How much time do you anticipate having to speak to them?

- Is it likely that you will get a second chance to speak with them and follow up?

- What is their preferred means of communication?
 - In-person
 - Phone
 - Email
 - Group Setting
 - Other _____

- Where are the logical places you might meet/converse with them?
 - Office
 - Community Setting
 - Board Room
 - Outdoors
 - Zoom Call
 - Restaurant
 - Other _____

- Who influences them?
 - Colleagues
 - Boss
 - Friends
 - Family
 - Church
 - CBOs
 - Trade Groups
 - Media
 - Other _____