



## 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 \_\_\_\_\_