

WANT YOU TO TAKE THEM SOMEWHERE*

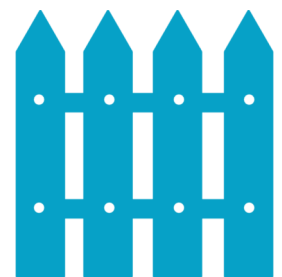
On most issues, we do not have a persuasion problem, we have an activation problem.** Want to overcome it?

1. OFFER A VISION BIG ENOUGH TO MATTER.
In order to motivate our audiences to action, it is important to offer a **"compelling image of an achievable future."***



2. BE SPECIFIC.
"People do not get excited about a muddled vision...Being specific matters. Kennedy would have bored the world had he cast a vision for a 'highly competitive and productive space program.' Instead he defined the ambition specifically and as such inspired a nation: **'We're going to put a man on the moon.'**"*

3. DON'T HEDGE.
Avoid phrases like "strives to," "works to," "seeks to," and "access to." **Commit to the cause and own your accomplishments!****



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I'll get off the couch to fight for the actual thing. I'm not getting off the couch for the hope of a chance of access to the thing.

- Anat Shenker-Osorio

* These insights and quotes are from Donald Miller in his book *Building A Story Brand*.

** These insights are from Anat Shenker-Osorio in her "Strategic Messaging" video course at www.resistanceschool.com.