

**Situation/Context**

**Step 1**  
**What do you want your audience to do as a result of your communication?**

**Step 2**  
**What emotions will your audience need to be feeling in order to do what you want them to do in step 1?**

**Step 3**  
**What will your audience need to be thinking in order to feel the emotions you have listed in step 2?**

**Step 4**  
**What will you build into your communication to cause your audience to think the thoughts identified in step 3?**

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[Empty dotted box for Step 2 notes]

[Empty dotted box for Step 3 notes]

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