Overarching project goal:
(Insert one sentence here)
Specific amplification objective: Does it leverage impact? Is it SMART?
(Insert one sentence here)

Target Audience: Pick one (Go small!)
    Who must you reach?
    What do they need to do?
    Why does it matter?

Positioning: Where is this audience relative to your issue and ask?
    View of the issue (Frame/Fortify/Reframe)
    Level of interest (L/M/H)
    Stage of interest (PCAM)

Core concerns: What underlies your audience's interest?
    Benefits (Remember WIIFM)
    Barriers (Remember WWOT)

Tell a story: Simple, Unexpected, Concrete, Credible, Emotional Stories Stick – SUCCESS (Insert example)

Theme: (Insert phrase here)

Key supporting points for your audience:
    1.
    2.
    3.

Messenger: If not you, who? Any allies needed?

Tactics: Delivering your story to your audience, and measuring your progress
    Channel: What are five ways to reach them? Pick your top three and prioritize
    Approach: How can you access and maximize this channel?
    Timing: When will you do this? Will it be a staged effort?
    Personnel: Who will lead your effort? Is support staff needed?
    Budget: Include time and money
    Measures: Focus on outcomes and impact

Channel	Approach	Timing	Personnel	Budget	Measures of success
1.					
2.					
3.					

--- REALITY CHECK: Is this doable given the realities of time, skills, budget and priorities? ---