

# Convince, Conceive, Compel

## A Worksheet to Help You Get Started

### Step 1: Conceive the Problem

What problems or social ills do you work to address?

What are your positions or the issues you work on?

Choose up to three issues, service areas or problems on which you work:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Step 2: Determine What Compels You

What makes your difficult work worth all the effort and frustration?

Why do you show up to work every day or go to all those meetings?

Why do you keep on?

What personal values do you hold that motivate you to do this work?

Your answers to these questions must be visceral. These are your truths. Choose up to five basic values that compel you; they should be one or two words each (start with "I believe in..."):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Step 3: Convince Everyone That You're Right!

Try framing your position from step one in the context of your values from step two.

What is the contrary argument to your position in this frame? Can an opponent easily argue that position without first trying to shift the entire context of the argument (the frame)?

The bottom line is that people respond better to talk of values than talk of numbers. To create a compelling argument that will win over new supporters (and encourage existing supporters to re-commit), you need to connect with them at a core emotional level, appealing to their personal values. Stories are always more compelling than laundry lists of issues.

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