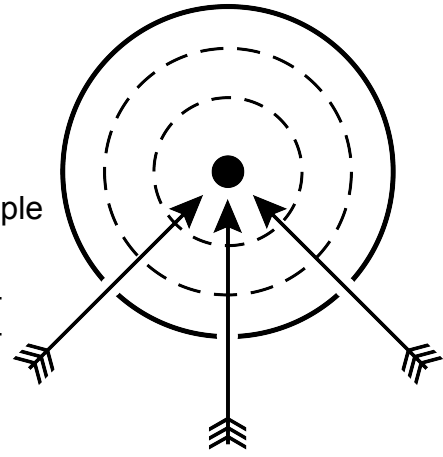


# Target Outcome Scope



**Target Outcome:** What is the #1 most important thing I want people to DO or SAY differently as a result of this interaction with me?

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What challenges will you need to overcome for people to do or say that? What objections will they have?

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**Objectives:** Identify 1-3 action-word objectives to define the “how” that overcomes those challenges/objectives and hits your target outcome.

1. 

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2. 

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3. 

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## 1-3-3 Message Map

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**1 core idea/outcome:**

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Up to 3 Key Messages	Up to 3 Supporting Elements per Message
1	1 2 3
2	1 2 3
3	1 2 3