**Adapt Your Story Worksheet**

**Directions:** First complete the Landowners/Land Seekers’ Letter to Supporters. Then use this worksheet to adapt your story to a specific audience you need to have a conversation with.

You may refer to Prepare to Tell Your Story Worksheet; Values Information Sheet; Vision, Values, and Goals Worksheet; Asset Inventory; Needs Assessment Worksheet

1. Which audience are you speaking to?
2. Why are you speaking to them?
3. How and where will you be speaking? (what channel)?
4. How will you focus their attention? (using an image, business plan, a personal story, etc.)
5. How will you inspire them?

**Outline what you want to say**. (Use your Letter to Supporters as a guide. Consider your specific audience and adapt your outline to them.)

* Who are you? What are your values? (Refer to *Values, Visions, and Goals Worksheet*)
* What do you bring? (Refer to the *Asset Inventory Worksheet*.)
* What do you want? (Refer to the *SMART Goals Worksheet*.)
* What is your ideal outcome? (What is your vision statement? Refer to the *Values, Visions, and Goals Worksheet)*
* What do you need from this specific person or people? (Refer to the *Needs Assessment Worksheet*.)