**Prepare to Tell Your Story Worksheet**

**Directions:** Sharing your story, values, vision and goals is an important part of the farm or ranch transfer process. Use this worksheet as a template to plan to tell your story to someone who can help you move your farm or ranch transfer forward.

**Identify Your Audience(s): What do you know about the different audiences you will have to interact with to move your process forward? Think about key people involved in the transfer as well as your support network or team.**

Use the questions below to fill out the table and take notes about your potential audiences.

1. Who needs to hear and understand your vision and story?
2. Why do they need to hear your story?
3. What do you know about your audience? (Consider things like their culture, generation, and occupation. Are they formal or informal? What do they care about? Where might they put up roadblocks or provide support?)
4. What do you know about their values, vision, goals, and needs?

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| 1. **Who** | 1. **Why** | 1. **Audience Considerations** | 1. **Their values, vision, goals, needs** |
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**How You Might You Share Your Story?**

1. Based on what you know about your audience's communication style and their needs, how do you plan to communicate your story, values, vision, and goals? (Write the names of your audience next to each communication channel you choose)
   * Formal presentation
   * In an office – (such as a bank or lender)
   * Kitchen-table conversation
   * In an email
   * Over the phone
   * Unplanned opportunity – (such as on the street or casual event)
   * On the news
   * Other
2. What types of support materials could add to your conversations? (Write the names of your audience next to each support material you choose)

Ideas for materials include:

* Business plan
* Financial documents
* Letter of support
* Photos or other visuals of your farm or ranch
* Promotional materials
* Website or social media presence
* Other, please list your ideas:

**When will you share your story?**

1. When will you share your story? Use the timeline below to prioritize conversations you need to have with different audiences.
   * Think about when you want decisions made to move your process forward and work backward.
   * Add your names from the table on page one above the line.
   * Add ideal dates to have conversations below the line.

Where you are now Reaching Your Vision

Date(s) Name(s)

1. What steps do you need to take to set up your next conversations?