



“Reach the one, and your effort will be multiplied to reach the many.”

—Amber Weigand-Buckley, #barefacedcreative vision & branding consultant / magazine development specialist

1. I'm trying to reach (insert name here) _____
with my business / ministry.

2. These are his or her unique needs:

3. What are my missional message that will connect with him or her and address the life issues he or she deals with on a regular basis

4. How am I communicating that with him/her on a consistent basis?

5. What is he or she responding to?

6. What are my biggest hurdles in connecting with him or her?

7. How can I better streamline my look, mission and programming to create positive messages that will not only be relevant, but stick with this person.

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8. This is one thing I can do refine or add to my branding in the
Next month

Six months

Year

that will help me gain greater connection with him of her.