

# **Your Soul Crafted Message**

**On the stage, page and web.  
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## **Making Your Audience Personal And your speaking and writing way more Impactful**

Answer the following questions in as much detail as possible about your audience – whether you are hitting the stage, sitting down to write your book or writing copy for your website.

*Imagine your audience – the one you'd LOVE to have present at your speech, book or website. Or, if you've got an event coming up or an audience already established for your article or book, call to mind and heart the individuals that make up that audience. **Make it personal.** Think of one person in the audience who exemplifies this overall audience.*

**Issue or Concern:**

**Age :**

**Personality Traits:**

**Income Range:**

**Relationship Status:**

**Family Status (kids, parents, living situation, caregiving):**

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**Books they are reading:**

**Spiritual Inclinations:**

**Weekend/Non-working Activities:**

**Health Status:**

**Education (formal, professional, informal/life school):**

**What else do you notice about this person:**

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*You may want to create a **Mindscape Map** with your description(s) here to get a different window into your **Right Clients**. Use the “**Map Your Mind**” handout from the **Additional Resources** section of this guidebook – it may help.*

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## **The Helping Point**

*The place where you can make a difference for this person with your speech, service or product*

What is this person's *pain*? What causes them significant anxiety - keeps them up at night or distracts them from focusing throughout their day? What are they most worried about?

Now, what does this person most want in the whole world? What is his or her greatest desire?

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**Naming your audience members' pain or compelling desire:**

<b>THE PAIN/COMPELLING DESIRE</b> The needs and desires that your Right Client experiences	<b>THE SOLUTION</b> The specific solution/information you provide that will address that pain or desire	<b>THE BENEFIT THEY EXPERIENCE</b> How is their life better in this area after your product or service?

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Now, your job is to take all of this information and weave it into your speech, book, article or website. Explicitly share the ways that you understand their pain and needs, the ways that you help – and give them solutions. Actionable, doable solutions. This will thrill them!

Let me know if I can help! I'm at [michelle@michellebarryfranco.com](mailto:michelle@michellebarryfranco.com).