

Pre-Suasion Planning Template

Design your pre-suasion strategy before your next advocacy conversation.

Step 1: Your Mission (from Module 1.2)

My mission statement:

Step 2: Your Listener

Who specifically am I talking to?

What do they care about?

What identity do they protect?

Step 3: Channel Attention

How will I direct their attention before my message? (Question, story, shared memory, observation...)

My attention-channeling move:

Step 4: Prime

What environment, image, or shared experience will I use to set the stage?

My priming strategy:

Step 5: Unity

How will I establish "we're the same" before delivering my message?

My unity move:

Step 6: Opening Question

Draft one opening question that combines your pre-suasion strategy:

My opening question:

■ Ethical Check

- I'd be comfortable explaining this strategy to the listener afterward
- The listener genuinely benefits from being more receptive
- I'm not exploiting a vulnerability (fear, grief, confusion)
- The listener can still freely disagree after my pre-suasion