



Building Relationships for Success

Audience Breakdown- Who are you trying to persuade:

What does your audience care about? Highlight any key words or values that stick out to you.

Why do you care about the issue you are working on? Highlight any key words or values that stick out to you.

Combine the sentence you wrote about what your audience cares about with the sentence you wrote about yourself into one. This is your message about the issue you are working on.



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Example questions you can ask during a one-to-one conversation to get the conversation started:

1. Tell me about yourself.
2. Where did you grow up?
3. Who was your childhood hero?
4. What are you already involved in on campus or off campus?
5. What are you passionate about?
6. What motivates you to go to finish your degree?
7. What kind of change do you want to make in this world or your community?
8. Why do you want to get involved with (insert campaign or issue you are working on)?
9. Where do you see yourself in five years?
10. What do you want to do when you graduate from college?