**The Big Idea Worksheet**

**PROJECT:**

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| **WHO IS YOUR AUDIENCE?** | |
| 1. List the primary groups or individuals to whom you’ll be communicating. | |
| 1. If you had to narrow that to a *single* person, who would that be? | |
| 1. What does your audience care about? | |
| 1. What action does your audience need to take? | |
| **WHAT IS AT STAKE?** | |
| 1. What are the *benefits* if your audience acts in the way that you want them to? | |
| 1. What are the*risks* if they do not? | |
| **FORM YOUR BIG IDEA** | |
| It should:   * articulate your point of view * be a complete sentence |  |