

MEETING YOUR AUDIENCE

Before you meet with your audience, know what you need and know your key messages.

What to do	What to say
Step 1 Introductions	Introduce yourself and the other attendees, if any
Step 2 Small talk - building the relationship	Talk about something you might have in common with your audience, but watch your time -Did you read something about him/her in the newspaper? -Have you worked in the same industry?
Step 3 Talk about your audience's work on your issue and goal in general terms	Acknowledge what your audience has done and say thank you
Step 4 What does your audience know about your issue?	Ask your audience what they know about your issue Deliver your key messages
Step 5 Paint the Picture	Tell your personal story
Step 6 What do you need?	Your audience needs to know how he/she can help you -What can be done to achieve your goal? Remember, this should be a concrete action your audience is in a position to take.
Step 7 Ask for a commitment	Does your audience have any questions about your issue and goal? -What is your audience prepared to do to help? -What will your audience do next and when? -What can you do to help your audience help you?
Step 8 Sum up the meeting	Remind your audience about what he/she said she would do to help and when -Acknowledge what you have committed to do -Thank him/her for his/her time -Book another meeting if it's appropriate
Follow-up after the meeting	Write a brief note thanking your audience for his/her time and including what action both you and your audience have promised to take and when -Send your thank you by e-mail or post -Follow-up if agreed-to actions are not taken in agreed times.