

I Would Gladly Walk
Twenty Miles
To Listen to the Words
of My Worst Enemy...
If I Could *Learn* Something

Leibnitz

PERSUASION AND ACTION

- Who cares?
- What is your audience?
 - What do you want them to know?
 - What do you want them to do?
- Do you know their language?
- Do you know their needs?
- Do you know their dreams?

PERSUASION AND ACTION

- Listen, Listen, Listen
- Empathic Imagination
- Affection
- Us and Them
- Head and Heart
- Multi-lingual English
- Simplify, Simplify, Simplify
- Fun Facts

Talking About Sprawl

- **Who is the audience?**
- **What do they care about?**
- **Are you speaking TO them or FOR them?**
- **What most people care about:**
 - Jobs
 - Security
 - Opportunity
 - Fairness

Here are Some Examples

The Business Community

- Jobs and Prosperity
- Taxes
- Competitiveness

The Hunting and Fishing Network

- Protection of a Heritage
- Being Listened To
- The Little Guy

We're All in This Together!

GrowSmartMaine.org

Alan Caron
acaron@growsmartmaine.org
