



Personal Action Plan

1. **WHO? Identify and prioritize your target audience.** Who are the people you really need to connect with? Who are those with significant influence in your community? Remember to prioritize by who's most important to your specific efforts - focus on one group at a time!

- Media: _____
- Consumers: _____
- Schools: _____
- Community Groups: _____
- Retail/Food Service: _____
- Healthcare/Dieticians: _____
- Elected Officials: _____
- Internet: _____

2. **WHAT? Define target audience hot buttons.** What's important to them? Is there a topic, tradition, or issue that will immediately grab their attention? A hot button is an area a person cares deeply about – their passion. Ask questions and closely observe to learn target audience hot buttons!

Target Audience

Hot Buttons

3. **WHY? Communicate why your “cause” matters.** How does agriculture appeal to your target audience’s hot buttons? Remember to relate from THEIR perspective – not yours. What’s in it for them? Why should they care about the food, fiber, or natural resources system?

<i>Hot Button</i>	<i>IDEAS: Conversations, products, messages, programs to connect ag</i>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

4. **WHERE? Identify strategic events and communication tools.** Don’t wait for a crisis to make the connection for your part of agriculture. Build bridges for your “cause” (why) by appealing to the hot buttons (what) of the target audience (who). Some ideas:

<i>Get involved in local groups</i>	<i>Forums with elected officials</i>
<i>Farm tours (live/YouTube)</i>	<i>Commodity promotion programs</i>
<i>County fair booths</i>	<i>Community forums about farming/ food supply</i>
<i>Twitter</i>	<i>Joint promotion with grocery store</i>
<i>Media interviews</i>	<i>Facebook, Twitter, blogging</i>

5. **WHEN? Make a commitment to one hour/week and involve your team in the action plan!**
6. **HOW? Follow a proven process to make a connection. Use your action plan and put some sales skills to work. Visit www.causematters.com for more ideas.**

- Build rapport. Establish a relationship and develop trust!
- Identify needs or hot buttons. Ask questions to uncover their passion.
- Offer a solution. Make the connection between their hot button and agriculture.
- Motivate into action! Give them a sense of urgency or a call to action.
- Overcome objections. Ask more questions and don’t be afraid of no – it doesn’t hurt!
- Establish a commitment. Get them to make a decision or move forward.

6½. **YOU! Understand the power of your own passion and share it with others!**