

## CRAFT A MEANINGFUL MESSAGE

Follow the instructions below to craft a single meaningful message that fits your channel. Repeat for future content ideation.

This exercise should give you a useful beginner template for crafting a meaningful message. Experiment with Desired Outcomes, Approaches, and Feelings as you please.

<p><b>Desired Outcome</b></p> <p>Circle one outcome or action you'd like to achieve for your followers through this piece of content.</p>	<p>Planting a New Idea</p> <p>Changing Perspective</p> <p>Taking Action</p>														
<p><b>Approach</b></p> <p>Circle one approach you'd like to take to achieve your Desired Outcome, or craft your own approach that isn't listed here.</p>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Serious</td> <td style="width: 50%;">Uplifting</td> </tr> <tr> <td>Beautiful</td> <td>Motivating</td> </tr> <tr> <td>Funny</td> <td>Inspiring</td> </tr> <tr> <td>Lighthearted</td> <td>Educational</td> </tr> <tr> <td>Depressing (<i>hey, sometimes people just want to cry!</i>)</td> <td>Eye-Opening</td> </tr> <tr> <td></td> <td>Vulnerability</td> </tr> </table>	Serious	Uplifting	Beautiful	Motivating	Funny	Inspiring	Lighthearted	Educational	Depressing ( <i>hey, sometimes people just want to cry!</i> )	Eye-Opening		Vulnerability		
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<p><b>Desired Feeling</b></p> <p>Circle one feeling you'd like your community to feel after viewing your piece of content, or choose your own that isn't listed.</p>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">In Love</td> <td style="width: 50%;">Amazed</td> </tr> <tr> <td>Heartbroken</td> <td>Determined</td> </tr> <tr> <td>Despairing</td> <td>Vengeful</td> </tr> <tr> <td>Hopeful</td> <td>Inspired</td> </tr> <tr> <td>Angry</td> <td>Reinvigorated</td> </tr> <tr> <td>Motivated</td> <td>Accepted</td> </tr> <tr> <td>Shocking</td> <td>Surprised</td> </tr> </table>	In Love	Amazed	Heartbroken	Determined	Despairing	Vengeful	Hopeful	Inspired	Angry	Reinvigorated	Motivated	Accepted	Shocking	Surprised
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This exercise should give you the beginner template on how you can create a meaningful message. Expand on the different approaches, feelings and outcomes as you please.