

# Practice for Clear, Value-Based Communication

Before you send an email or newsletter, or other communication, ask yourself these 4 Questions.

How do I want my reader(s) to FEEL\_\_\_\_\_ (inspired, part of, understood, etc.)

What ACTION(s) do I want them to take?\_\_\_\_\_ (sign up for my workshop, join the team, vote for XX, refrain from gossiping, etc.)

Which METAPHORS/IMAGES do I want them to take away?\_\_\_\_\_  
(being the light in the dark, being a guide, breath of inspiration, joyful growth, a graceful dancer, spiritual warrior, etc.)

Which VALUE(s) of mine do I want to communicate?  
\_\_\_\_\_ (connection, visibility, honesty, responsibility, permission, courage in the face of..., etc )