



THE SPITFIRE STRATEGIES SMART CHART

CONSTRAINTS AND PARAMETERS	1 GOAL		2 DECISION MAKERS	3 MEASUREMENTS OF SUCCESS	
	Decisions to Make	Choices	Decision	Rationale	Reality Check
	Audience target				Should not be general public or anything similar. Must be segmented. Should be the person/people who can most help you achieve your goal. Only when you figure out who this is, can you figure out how to reach them.
	Values and Core Concerns				What do they believe? Did you answer these two questions before choosing your audience: what do they believe that you can tap into, & what do they believe that you have to overcome?
	Approach				Do not go straight to tactics. Consider big strategic decisions first. These will dictate tactics.
	Messaging / Message				Big difference between mission & message. Mission is what you are about. Message is about resonating with your audience based on their beliefs & values. Avoid MEGO phrases (my eyes glaze over).
	Messengers				People listen to people, not institutions. This is about who your audience can hear, who is credible to them. Sometimes you can have the right message but the wrong messenger delivering it. Result: fewer people listening to what you have to say.