

## 2.3B OPTIONAL

# Tone Application Worksheet

Using this worksheet you can tailor your winning message to better fit your specific audience's desires and aspirations.

WINNING MESSAGE	TONE
<hr/> <hr/>	<hr/> <hr/>

x

Your modified message here

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WINNING MESSAGE	TONE
<hr/> <hr/>	<hr/> <hr/>

x

Your modified message here

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## 2.3B OPTIONAL

# Sample Tone Application Worksheet

WINNING MESSAGE		TONE
<i>OUR COLLECTIVE WELLBEING IS IMPORTANT</i>	x	<i>EMPOWERING</i>

Your modified message here

*OUR COLLECTIVE WELLBEING IS IN OUR HANDS*

WINNING MESSAGE		TONE
<i>A NEW WAY TO LOVE AND PROTECT YOUR NEIGHBOR</i>	x	<i>EMPOWERING</i>

Your modified message here

*LOVE AND PROTECT YOUR NEIGHBOR. IT'S IN YOUR HANDS.*