



LIFE-CHANGER'S GUIDE TO

Authentic Connection

BY JASON BOWMAN
& THE ARTSPEAK TEAM



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You didn't step into leadership to spam people.

You have a call to communicate—and to do it well. If you've felt pressure to “get louder,” you're not alone.



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The real bottle-neck isn't reach. *It's resonance.*

The answer isn't shouting; it's speaking meaningfully so the right people recognize themselves in your story and take their next step toward a better life.

SO HOW DO YOU DO IT?



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Effective communication is about making authentic connections.

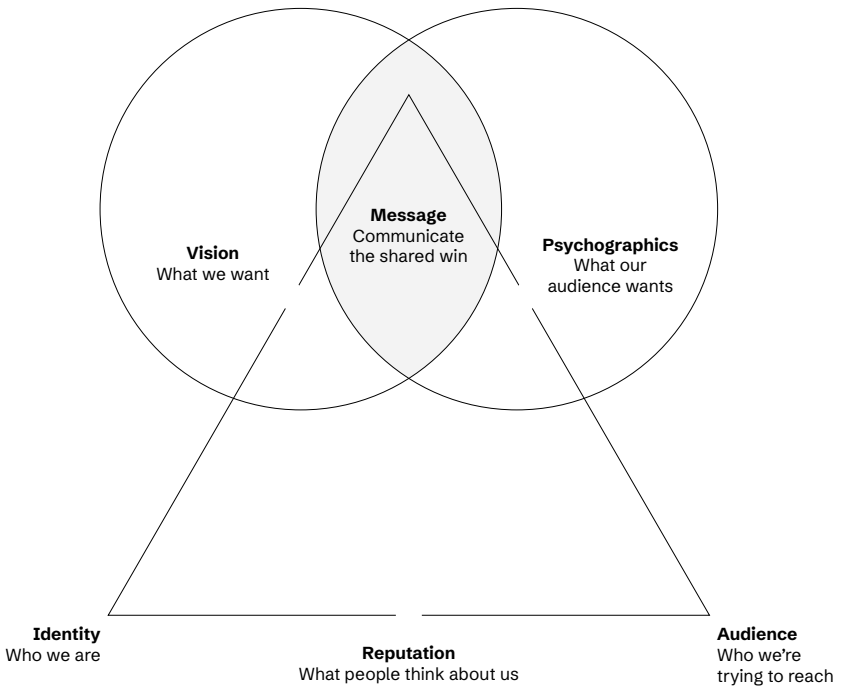
The best way to think about it is through a framework called The Communication Triangle.

- **Identity:** “Who are we, honestly?”
These are your talking points.
- **Audience:** “Who are they, empathetically?”
These are your psychographics.
- **Shared win:** “How should we craft our invitation?” This is your strategic message and starting point for visual design.



The Communication Triangle.

A FRAMEWORK FOR EMPATHETIC,
EFFECTIVE COMMUNICATION



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*So how do
you start
connecting?*



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By thinking through the right questions.

Before your audience ever engages with you, they're asking questions—good ones that will determine if and how they choose to interact with your mission and brand.



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Here are the *8 questions* your audience is asking—

(AND HOW ANSWERING THEM IN YOUR
COMMUNICATION WILL HELP YOU
CONNECT WITH THEM)



QUESTION ONE:

Do you see me?

Your audience doesn't know you exist yet,
but we know they feel frustrated.

This is your audience saying, *“Before you
tell me how awesome you are, tell me you
care about me and what I care about.”*

Your answer: *“You aspire to be X,
but your challenge is Y.”*



QUESTION TWO:

What are you?

When your audience first hears about you, they're skeptical. Your reputation is affected by the reputations of others in your category—both their positive and negative standing.

So, if you ever say something like, "*We're a church, but...*" this is your opportunity to rename what you are and who you want to be to them.



QUESTION THREE:

Do I like you?

Now that you've established a positive reputation, your audience is intrigued. They'll ask, "*Are you equipped to help me with my particular challenge?*"

This is where you need to share your overall difference in a few short words.



QUESTION FOUR:

Do I trust you?

You say you can help them. Are you too good to be true?

Here, your audience may be considering you among a variety of alternatives, including the alternative of doing nothing at all—ignoring the problem and hoping it goes away.

This is where you list your strengths.



QUESTION FIVE:

How do you do it?

Your audience wants a peek behind the curtain. They want to know what they'll have to do and if it will work.

This is your process. If you're a church, it's your discipleship pathway.



QUESTION SIX:

What's available?

Next, your audience wants to know what you have for them—the ministries, products, or services they'll get to choose from.

Try to make this as organized as possible so you don't overwhelm people with too many options.



QUESTION SEVEN:

Where do I start?

You've given your audience a lot of choices, and they're overwhelmed. What's the first step?



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QUESTION EIGHT:

Is it working?

If your audience commits to you, they'll want to make sure you're delivering on your promise. What results should they see in their life?



The 8 questions are just the start.

When you think through the questions your audience is asking, you can start filtering who you are through what they want—and then create content that speaks directly to their unique hopes and challenges.

Download your *free guide* to answering the 8 questions and see where to use each talking point in your audience's journey.



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with your life-changing
message? Let's talk.

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Reach people.

AND HELP THEM THRIVE.