Mike’s SPAM AVenue Worksheet ©

**Subject**

**Purpose** — change some way of looking at the world, past, present, future.

Uninformed

Underinformed

Misinformed

**Argument** — Where is the new located?

*Fact/s:*

*Observation:*

*Analysis:*

*Statement:*

**Method** — How do you propose to get to the new?

**Audience** — Who are they? What do they believe? How do they approach you/your work?

Uninformed

Underinformed

Misinformed

Hostile

Open

Disinterested

**Value** — to others in the work that they do.

Cost

Benefit

**Strategy/Approach** — what is your strategy for convening value to your audience? STRATEGIC VS FORMULAIC ADDRESS