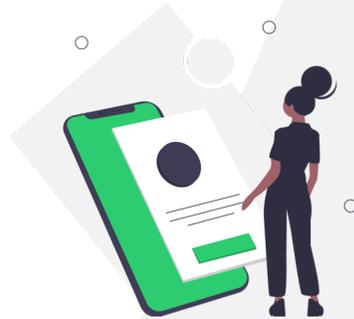




Know
Feel
Do



The Ultimate Communication Framework

Easily share ideas, get heard and
move people to action.





Hey there!

Every week I talk with entrepreneurs. We talk about what's working and what isn't. We talk about the struggles, the pains, the failures and the successes.

One topic that comes up over and over again is how to communicate clearly.

Sharing your ideas is a crucial skill for anyone. But it's difficult to put it all together, leaving most of us confused about what to say and how to say it. So we made this book to help you clarify your ideas.

Let's go through it

Matt 👍

The Ultimate Communication Framework

I used to be really bad at communicating anything!
Honestly, I cringe every time I open a presentation from more than 3 years ago. This way of thinking changed that.

Before you communicate ANYTHING - there are THREE things you need to determine.

You want to think about:

- 🧠 What do you want the audience to **KNOW**?
- ❤️ What do you want them to **FEEL**?
- 💪 What do you want them to **DO**?

The great thing is that when you use it enough you'll be able to answer these in 30seconds.

Before writing your next landing page, starting that presentation, replying to the email, introducing yourself to that person ... answer these 3 questions first.

👉 Continue reading to learn this framework.



1. What do you want them to Know?

We want to be crystal clear about what we want them to get out of it.



2. What do you want them to Feel?

The fastest way to change someone's behaviour is not to connect with their head, but to with their heart.



3. What do you want them to Do?

We want to communicate information and move people towards action.



**1. What do you want
them to **KNOW**?**

1. What do you want them to know?

Before you communicate ANYTHING start by answering this question:

🧠 What do I want the audience to know?

We want it to be crystal clear about what we want THEM to get out of it. It's all about THEM and the information THEY will get.

Get to the point and keep it simple.

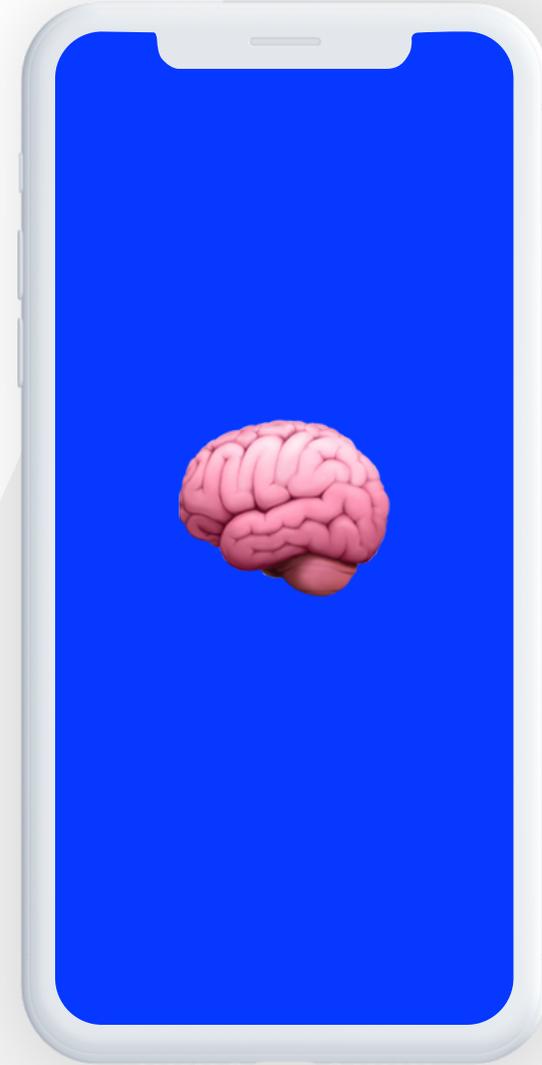
👉 What's the ONE THING I want people to know?
Your answer should not be longer than 1 sentence.

This is what we want people to come away knowing.
If you ask them "what did you learn?" they need to be able to tell you this ONE THING without thinking too much. 💡

Keeping in mind this ONE THING which we want our audience to take away helps us focus.

🧠 What do I want the audience to know?

👉 Answer this question and be crystal clear.





**2. What do you want
them to **FEEL**?**

2. What do you want them to feel?

Information on its own doesn't move people to action.

♥ **What do you want the audience to FEEL?**

The missing ingredient for many is not just to ask "what do I want them to Know" 🧠 and "to Do" 💪, but "what do I want them to FEEL?" ♥

Information on its own doesn't move people to action.

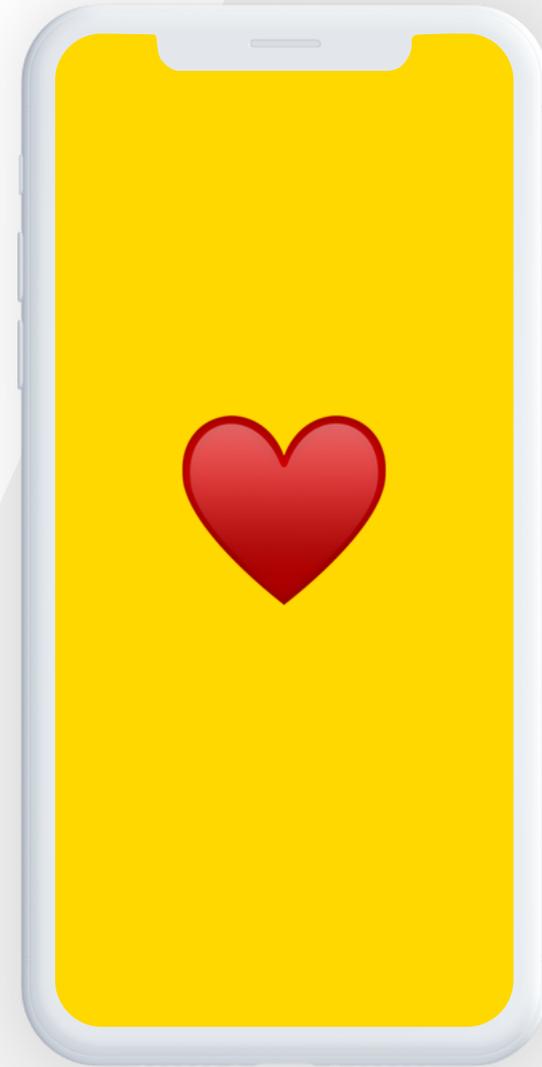
It's emotion that moves people to action. 🏃

The fastest way to change someone's behaviour is not to connect with their head, but to connect with their heart. And this can change the way they behave.

We want to tap into the emotion that we want people to feel.

Sometimes we might want them to feel anger which gets them to move.

Other times, a fear of missing out. The joy of being part of something bigger than themselves. Or the trust to let us help them.



Start from the 8 main emotions:

- | | | | |
|----------------|-----------|---------------|-----------|
| 😊 Happiness | 😞 Sadness | 😱 Fear (FOMO) | 😡 Anger |
| 😬 Anticipation | 🤝 Trust | 😲 Surprise | 😬 Disgust |



**3. What do you want
them to **DO**?**

3. What do you want them to do?

We want to share info AND move people towards action. Here's question 3 in our framework:

👉 What do I want them to do?

We don't want to just communicate information. We want to communicate information AND move people towards action. It all has to lead to this call-to-action.

✅ Be clear about what they should be doing next.

I can tell you about an opportunity, but unless I'm crystal clear on the "do"... what's the action step... then I've just wasted everybody's time. You would just say "so what?" or "what do you want from me?"

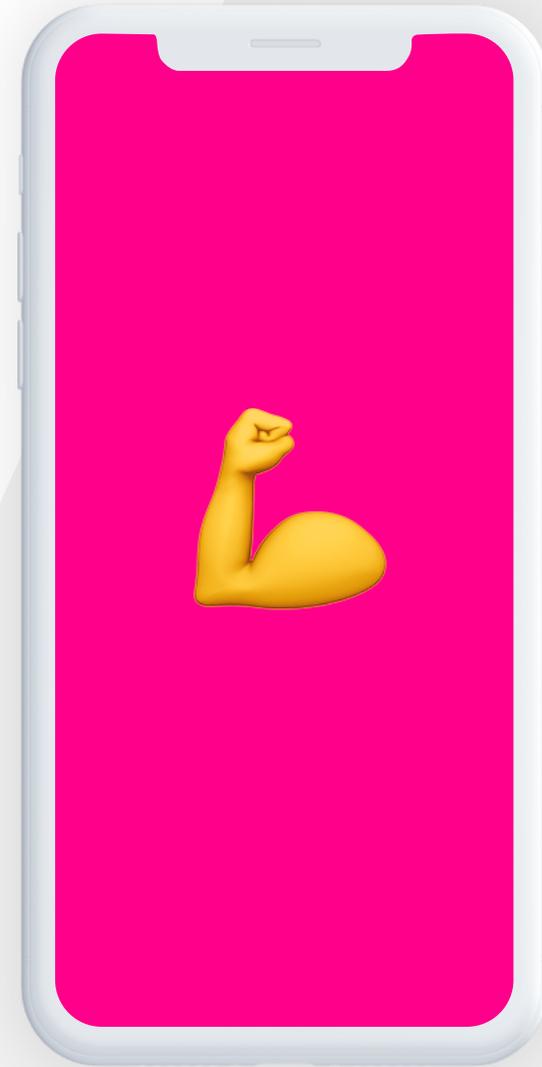
👉 What's the next step you want people to take?

Are they to register for an event? Should they read and respond to a document you've sent? Would you like them to consider an offer?

Say it!

"Apply now", "make sure to reply", "buy now", "I'd like you to give me your opinion" ... you get the idea.

👉 Make the call-to-action clear.





It's now your turn 🙌



What do you want the audience to **KNOW**?



What do you want the audience to **FEEL**?



What do you want the audience to **DO**?

There you have it!

If you've followed all the steps, you should now have a clear communication path and ready to go! You can also tick all the boxes on the right to make sure that you keep track where you're at.

Don't worry if you don't manage to get to great answers on your first try. Keep going back to the worksheet and evaluate the answers a couple times more to be more focused.

Eventually you will come across one which you'll choose... then move on!

I would love to hear from you and how you're using this framework.

@ matthew@knowyoursocial.com

Steps



1. What do you want them to Know?

We want to be crystal clear about what we want them to get out of it.



2. What do you want them to Feel?

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3. What do you want them to Do?

We want to communicate information and move people towards action.

Let's connect



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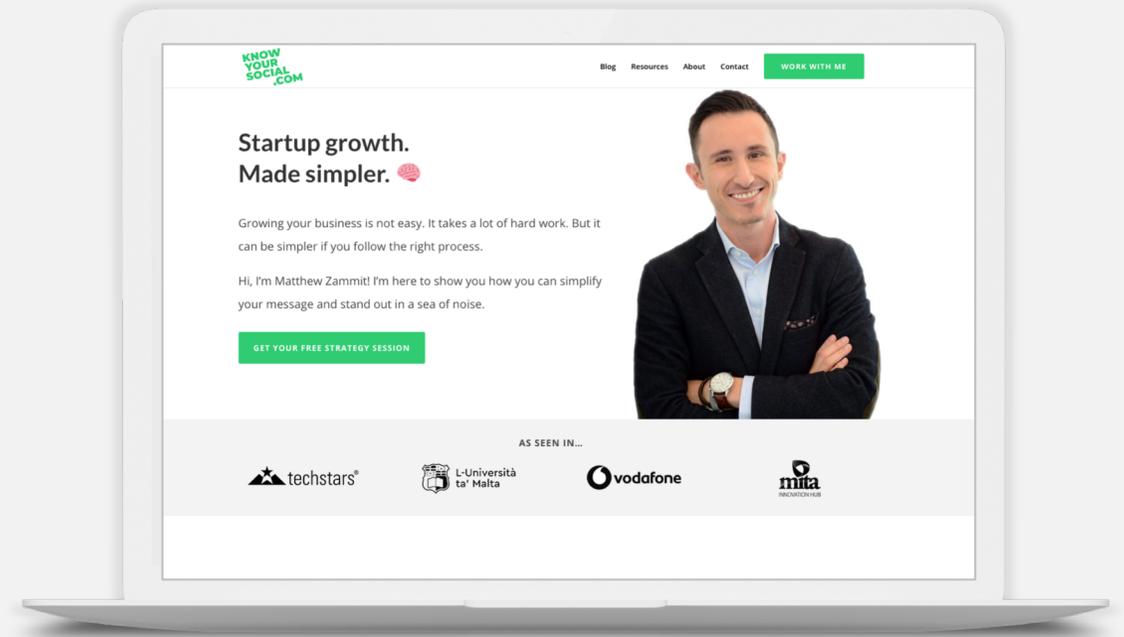
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Founder knowyoursocial.com

Helping you build awesome user experiences 🤖

Notes

