

SAMPLE VISUALIZATION TEMPLATE: 5 STEPS

1. PROBLEM: “HAVE YOU EVER • REMEMBER WHEN • PICTURE THIS • DID YOU KNOW...”

➤ IMAGINE THE PROBLEM – PAST, PRESENT OR FUTURE

(Create a familiar, compelling scenario for your audience: i.e., families, patients, policymakers, etc.)

- ❖ Pain: What are the costs of this big problem to your audience?
- ❖ POV: Change the Point of View = Change the Story (i.e., Imagine you are _____) = opportunity for empathy & strategy



2. POSSIBILITY: “WHAT IF • SUPPOSE • IMAGINE • IF ONLY...”

➤ PICTURE THE SOLUTION – PRESENT OR FUTURE

(BLUF/WIIFM: “Bottom Line Up Front” • “What’s In It For Me?”

= Lead with the top benefits (not features) of your proposed solution... what benefits matter most to your audience?

- ❖ Promise: “What would it mean for you / what would it be worth to you if...?” (value of your solution)
i.e., ACS CAN Promise: Care + Community + Champions = Change

3. PROOF: “FOR EXAMPLE...”

➤ SUCCESS STORY

Cite best example(s) of your “Value Proposition”:
i.e., most important results or key metrics?

- A. Success Playlist (customized for your audience): i.e., most relevant “win” & your own bio (for credibility)
- B. Risk Ranking/Objection Handling: Anticipate and pre-empt audience objections or questions
 - (1) YMBA (“You Might Be Asking” or “You Might Be Wondering/Thinking...”)
 - (2) “But what about...” (what are your audience’s top objections/risks/concerns? raise &/or rebut them)

4. PLAN: “SO WHAT WOULD IT TAKE • WHAT DOES THIS MEAN FOR YOU?”

➤ FINAL TAKEAWAY: “IF YOU REMEMBER NOTHING ELSE...”

Outline Next Steps • Call to Action • ASK (implied or explicit)

5. PREDICTION: “WHAT IF • LOOKING AHEAD • FLASH FORWARD TO • IMAGINE...”

➤ IMAGINE THE FUTURE: VISION STORY ... set up the sequel – what might be

- A. Visualize Worse Case Scenario: implied message...
“(i.e., Without us/you taking action), this might happen...”
- B. Close with Best Case Scenario: clear headline/takeaway
“(i.e., With us/you taking action), you/we (audience) could...”
- C. Analogy: maybe end with an apt metaphor/persuasive reference
– i.e., well-known ACS/CAN success
- D. WTF? What’s The Feeling you want your audience to feel?
SHOW it to GROW it!
(i.e., engaged, confident, FOMO, hopeful, optimistic, motivated, excited, inspired, BRAVE!)
- E. CTA: Conclude with a question • next step • specific ask • Call To Action



VISUALIZATION •

IMAGINE TECHNIQUE:

A) TRANSPORT

PRESENT:

“IMAGINE YOU ARE...
PICTURE THIS...”

B) TIME TRAVEL

PAST: “HAVE YOU EVER...
REMEMBER WHEN...”

C) TRANSFORM

FUTURE: “WHAT IF...”

