

# TRIGGER MAPPING

## 1. Your vision

We/I want \_\_\_\_\_ to \_\_\_\_\_

\_\_\_\_\_ because \_\_\_\_\_



## 2. Your Target Audience



## 4. Why Yes



## 5. First Impression



## 3. Why No



# TRIGGER MAPPING

## 1.) Your Vision

We/I want      (*your target audience*) to      (*the behaviour you want them to adopt*) because      (*why you want them to do this*)  
—



## 2.) Your Target Audience

*Describe your target audience* – physical, mental and emotional aspects about them that influence their decisions.



## 5. First Impression

List the *places or resources* through which your person first hears of the behaviour you want him/her to follow.



## 3) Why No

List the reasons for why your person will say “*no*” to the behaviour you are proposing. This will involve things that the person *is* and *is not* in control of.



## 4.) Why Yes

List the reasons for why your person will say “*yes*” to the behaviour you are proposing. This will involve things that the person *is* and *is not* in control of.

