

What's your purpose?

I WANT MY AUDIENCE TO

Know
SOMETHING

I WANT MY AUDIENCE TO

Feel
SOMETHING

Clarity

Emotion

**Share
Information**

Email
IM
Text
Document

**Check in
Show I Care**

Video call
Phone call
Voice memo
Video memo
NO text
NO email

**Provide
Inspiration**

Video call
Phone call
Video memo
Voice memo
NO text
NO email

**Influence
a Decision**

Video call
Phone call
NO text
NO email