**Extreme Clarity of Purpose**

A toolby Alex Epstein

**FORMAT**

I want to create a **(#)** \_\_\_\_\_\_ page/word/minute/book/webpage/video/audiothat is tentatively titled

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

**(title)**

**AUDIENCE**

I want to persuade \_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,

**(audience)**

*Name the specific audience are you trying to persuade. Your formulation must cover ALL of your audience members and ONLY your audience members.*

**AREA**

Who are evaluating \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

**(area)**

*Name the specific area of life they are evaluating and you are trying to influence them on. Do not include an evaluation or opinion—that comes later.*

**VALUES**

Which they want to pursue in a manner that

maintains/gains/improves\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

maintains/gains/improves **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,

maintains/gains/improves **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

**(value)**

*Name the values they most want to advance in this area of life that you also want to help them advance.*

and

avoids/decreases **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,

avoids/decreases **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,

avoids/decreases **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

**(disvalue)**

*Name the disvalues they most want to fight in this area of life that you also want to help them fight.*

**MISCONCEPTIONS**

They have been exposed to the misconceptions that to advance their values in this area they need to

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** will advance their values because  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** will advance their values because  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** will advance their values because **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

**(wrong action) (wrong reason)**

*Name the three most compelling misconceptions they’ve heard about advancing their values (and fighting their disvalues) in this area of life. Wrong action object refers to the action they advocate and the object of the action. E.g., “Vote for Donald Trump” or “Vote for Hillary Clinton.”*

*Wrong reason should be a complete, coherent, compelling thought—the best version of an idea you think is wrong.*

**CLARITY**

But in fact, to advance their values in this area they need to

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_** will advance their values because **\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

**(fundamental action) (object) (fundamental reason)**

*Follow the same guidelines as in “misconceptions” but choose the one fundamental action and reason your idea for advancing their values is based on. You will get to elaborate in the next part.*

Three crucial aspects of this are:

**\_\_\_**\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_**,

**\_\_\_**\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_**,

**\_\_\_**\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_**.

**(object) (cause + effect)**

*Using the same object for each answer, explain three different ways in which it causes effects that advance your audience’s values.*

**NEXT ACTION**

The next action they need to take is \_\_\_\_\_\_\_\_\_\_\_ **\_\_\_\_\_\_\_\_\_\_\_\_** .

**(action) (object)**

**Example: Johnson’s Baby Shampoo**

I want to create a 300-word advertisement: “No more tears with Johnson’s Baby Shampoo”

**AUDIENCE**

I want to persuade parents of babies and toddlers (0-4 years of age)

**AREA**

who are evaluating shampoo types

**VALUES**

which they want to pursue in a manner that:

* improves their infant’s health,
* improves their infant’s comfort, and
* improves the experience of bath time

and

* avoids the pain of shampoo in the eyes,
* decreases crying, and
* avoids lice and other hair-related ailments.

**MISCONCEPTIONS**

They have been exposed to the misconceptions that to advance their values in this area they need to

* use any shampoo because all shampoos are the same,
* accept their infant crying because all shampoos cause pain on contact and therefore cause infants to cry,
* wash their baby’s hair with water because it’ll reduce screaming and probably not cause a problem.

**CLARITY**

But in fact, to advance their values in this area they need to

Use specially-formulated baby shampoo because it cleans hair while eliminating the causes of tears.

* Specially formulated baby shampoo uses ultra-low-irritation cleansers called “surfactants.”
* Specially formulated baby shampoo dilutes the cleaners to make them imperceptive but still effective.
* Specially formulated baby shampoo has a pH of 7, the same as water.

**NEXT ACTION**

The next action they need to take is buy Johnson’s Baby Shampoo.

**Example: Donald Trump**

I want to create an 800-word article: “Vote for Donald Trump”

**AUDIENCE**

I want to persuade undecided likely voters in the Presidential election

**AREA**

who are evaluating Presidential candidates,

**VALUES**

which they want to pursue in a manner that:

* improves the economy,
* improves national security,
* improves health care.

and

* avoids a war or terrorist attack,
* decreases the influence of Russia and the Middle East, and
* decreases illegal immigration.

**MISCONCEPTIONS**

They have been exposed to the misconceptions that to advance their values in this area they need to

* vote for Hillary Clinton because Hillary Clinton has real experience growing an economy with her Husband Bill,
* vote for Hillary Clinton because Hillary Clinton, as former Secretary of State, has real experience dealing responsibly with foreign policy,
* vote for Hillary Clinton because Hillary Clinton knows how to improve our health care system not blow it up and start from scratch.

**CLARITY**

But in fact, to advance their values in this area they need to vote for Donald Trump because he is an outsider with the business sense and common sense we need to Make America Great Again.

Three crucial aspects of this are:

* Donald Trump understands how to fix the economy because he’s succeeded in business and witnessed government corruption firsthand.
* Donald Trump embraces America’s superpower status, which is the heart of our security, and won’t concede it to Russia or the Middle East.
* Donald Trump has a fundamentally superior health care plan to replace the disaster of Obamacare.

**NEXT ACTION**

Vote for Donald Trump on November 8, 2016.

**Example: Hillary Clinton**

I want to create an 800-word article: “Vote for Hillary Clinton”

**AUDIENCE**

I want to persuade undecided likely voters in the Presidential election

**AREA**

Who are evaluating Presidential candidates

**VALUES**

Which they want to pursue in a manner that:

* improves the economy,
* improves national security, and
* improves health care.

and

* avoids a war or terrorist attack,
* decreases the influence of Russia and the Middle East, and
* decreases illegal immigration.

**MISCONCEPTIONS**

They have been exposed to the misconceptions that to advance their values in this area they need to

* vote for Donald Trump because he’ll fix the economy using his experience succeeding in business and witnessing government corruption firsthand.
* vote for Donald Trump because he’ll protect us by embracing America’s superpower status, the heart of our security, not concede it to Russia or the Middle East.
* vote for Donald Trump because he’ll fix health care with a fundamentally superior health care plan to replace the disaster of Obamacare.

**CLARITY**

But in fact, to advance their values in this area they need to vote for Hillary Clinton because she has the real experience and seasoned judgment we need to move forward as a country.

Three crucial aspects of this are:

* Hillary Clinton has real experience growing an economy with her Husband Bill,
* Hillary Clinton, as former Secretary of State, has real experience dealing responsibly with foreign policy.
* Hillary Clinton knows how to improve our health care system not blow it up and start from scratch.

**NEXT ACTION**

Vote for Hillary Clinton on November 8, 2016.