



## Public Voice Values Profile

*Many of my clients are eager to jump right in and start working with me on their content. But I like to start with values. When we're in touch with what we most deeply value in the realm of public voice, our voice—our very words—become that much more powerful. The following questions are designed to help you articulate your Public Voice Values Profile. Don't overthink them. Just write down the first thoughts that come.*

1. Who are some of your **role models** in the realm of public voice? (Note: they don't have to be in your own niche, though they also can be of course.) Who do you admire, and why?
2. What **values** do these role models embody?
3. What **values are important to you**, more generally, in the realm of public voice?
4. Who is the **audience** you'd most like to address?
5. What **impact** would you ideally like to have on that audience through your writing, speaking, and platform overall?
6. What are five writing or speaking **goals** you wish to accomplish—or, if you don't like "goals," five intentions related to speaking and writing you wish to honor—in your lifetime?
7. Of the writing- or speaking-related **accomplishments** you've achieved in your life, which make you feel the most proud, and why?