# ‘Know, Feel, Do’ technique template

**Instructions:** To save this file as a template, go to **File > Save As Template** and save in your template folder.

The Know, Feel, Do technique puts the receiver of your communication at the center. What impact do you want to have on them? Use this technique to clarify your intentions and create a roadmap that smoothly takes your audience from one point to the other while hitting the holy trifecta of facts, feelings and action.

## What do you want your audience to KNOW?

Is it a one big idea or is it a series of ideas? What facts do you want them to be aware of?

In either case, what is the central idea you’re trying to get across?

 Type what you want your audience to KNOW here.

If you cannot condense your message into a single sentence, it is not clear enough and the audience won’t be able to grasp it and remember it. Human attention span is less than what you might think. The best way to capture people’s attention and to be memorable is to share one big idea, message or statement and to include that in the beginning (e.g., title), middle and end of your piece.

Now, what points do you want to cover as part of your core idea and in what order? Would these points be better organized as bullets, a series of steps or discreetly woven through your narrative? Write them down.

Write the points you want as part of your core idea here.

If you want your audience to know about the childcare research you’ve conducted, you could share why you felt called to do this, when you started, how you conducted the research and what impact it has created.

If you want to share more about the results your research has achieved, you could detail the tangible and intangible effects it has generated.

## What do you want your audience to FEEL?

As your audience reads or listens to your story, how do you want them to feel? Calm, inspired, curious, righteous, brave, thoughtful, or something else entirely? Pick three words at most.

Type what you want your audience to FEEL here.

If you want your audience to feel calm, you could begin by describing a tranquil scene.

If you want them to feel curious, you can ask a ‘Did you know?’ question.

If you want them to feel thoughtful, you could pose questions and ask them, ‘Why do you think that is?’

If you want them to feel brave, you can share examples of people who achieved something difficult despite the odds.

Different phrases, adjectives, questions, tones, formats and styles evoke different feelings. Pin down the ones you want to inspire in your audience and use them to inform your words and stylistic choices.

## What do you want your audience to DO?

Do you want them to visit a link? To attend an event? To donate to a cause? To reach out to you? To think about something? Your audience is in possession of new facts, and you’ve hit some emotional spots as well. They are most open and likely to act now. What do you want them to do next? Provide them with that clear direction.

Pick one thing you want the audience to do when they are done knowing your story.

Write down the one thing you want your audience to do when they are done knowing your story.

With all these pieces in place, you can begin putting your first draft together. Feel free to go through the above steps iteratively until you feel that you have achieved your intended impact.

## Example Scenario

When Esha Rana had to write her first article for Humber Press, she struggled to draft a piece that felt engaging and cohesive. So, she used the Know, Feel, Do technique to craft it.

For the **Know** section, Esha determined the **top three things** she wanted the audience to know about her experience at the ESOMAR Congress 2022. These formed the three takeaways in the article.

For the **Feel** section, she decided that she wanted the audience to **feel engaged** and **immersed** in the story she was telling.

So, she adopted a conversational tone for the article and included pictures so readers would get tangible, visual glimpses. She also included details throughout about her nervousness before the conference, how she prepared for it, the conversations she had with the people she met and the experiences she had with her team.

For the **Do** section, she did not have a specific call-to-action, so she left this section out. **Note** that this is an optional section that you can choose to include or exclude at your own discretion.

Read the final, published article, “[From Nerves to Networking to Happy Ending: The Story of My First Conference](https://humber.ca/research/news/nerves-networking-happy-ending-story-my-first-conference)”