Checklist on a good messenger

**ARE THE MESSENGERS YOU CHOOSE…**

[ ]  Authentic and credible in the delivery of your message?

[ ]  Comfortable to record videos of themselves (e.g. for Instagram)?

[ ]  Do they have access to the audience or might be a useful ally?

[ ]  Do they have the technical know-how to present your content in the way you wish?

[ ]  Are they prepared and ready to deal with the positive feedback as well as the possible upcoming backlash?

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