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?  
  
  
……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………