

**In Your Own Words: A Nutrient-Dense Conversation**  
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**Pre-Workshop Homework**

**Instructions: Please use this worksheet as a thought starter prior to the workshop. Brainstorm your ideas and send to Melissa at [Melissa@MelissaJoyRD.com](mailto:Melissa@MelissaJoyRD.com) no later than May 15, 2019. Feel free to complete several worksheets if you want to consider several different types of outreach.**

1. Your topic = Nutrient Dense
2. What type of outreach are you preparing for? (e.g. media interview *(TV, radio or print)*, video, podcast, article, blog, presentation, webinar, social media post, etc.)
3. Who is your audience?
4. What are the 3 most important points you want your audience to know? (e.g. what is the problem, what are possible solutions and what is your call-to-action?) *Note: These are not your key messages, just your main starting ideas.*
  - 1.
  - 2.
  - 3.
5. What are some potential hooks or angles to garner interest in your topic/outreach? (e.g. seasonal, holiday, personal experience, national news tie-in, etc.)
  - 1.
  - 2.
  - 3.
6. What words come to mind when you think of “nutrient dense”?