

BELIEF BUILDER WORKSHEET



Belief Builder Worksheet

The Belief Builder Worksheet is designed to help a business, creator, or organization identify the core belief their audience must develop before the offer, service, or solution makes sense

The central question is:

What must your audience believe before your solution makes sense?

This worksheet should guide the user through a simple progression:

1. **Business Type**

What kind of business, service, product, or organization are you building communication for?

2. **Business Goal**

What are you trying to accomplish?

Examples: generate leads, build authority, increase trust, sell a product, grow awareness, educate the audience, support a campaign.

3. **Audience**

Who are you trying to reach?

4. **Current Audience Belief**

What does your audience currently believe about the problem, the solution, your category, or your business?

5. **Desired Audience Belief**

What do they need to believe in order to take the next step?

6. **Belief Gap**

What stands between their current belief and the desired belief?

7. **Supporting Messages**

What ideas, proof points, examples, stories, or content could help move the audience toward the desired belief?

8. **Content Direction**

What kind of content would support this belief shift?

Examples: short video, article, checklist, case study, social post, explainer, testimonial, visual demonstration.

9. **Next Step / CTA**

Once the belief is stronger, what action should the audience take?

The purpose of this worksheet is to help users stop thinking only in terms of content and start thinking in terms of belief, structure, and audience movement.