

From Coalitions to Campaigns Worksheet

Map your fight into the three zones, allocate your energy with the 10-80-10 rule, and name the one alliance you'll build first.

Map the three zones

Allies (~10%)

List the people and groups already on your side. They need activating, not persuading.

The movable middle (~80%)

Name the two or three most important persuadable people or groups — not committed either way, reachable if you invest.

Opposition (~10%)

Who will not move no matter what? Name them, but don't plan to spend hours here.

The 10-80-10 energy plan

Activate

One sentence: how will you activate your allies?

Reach

One sentence: how will you reach the movable middle?

Let go

One sentence: why you'll spend almost no energy trying to convert the committed opposition.

The coalition seed

Your first alliance

Name the one ally whose public partnership would most change your fight's credibility. Choose for credibility and reach, not just enthusiasm.

Next steps

How will you use this first alliance to recruit the second?

Self-check

I named people by name, not just categories

My coalition seed was chosen for credibility and reach, not just who's most eager

I'm not filing everyone who disagrees with me as "opposition" to avoid the harder work of persuading them

I'll redraw this map as the fight evolves — people move between zones

Remember

The 10-80-10 rule allocates energy, not judgment. Today's opposition can become tomorrow's ally — treat them with the respect that keeps that door open, even while you decline to spend this campaign's hours knocking on it.