**Planning for Writing Template**

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| Your Objective* What is the purpose of communication?
* What do you plan to achieve?
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| What does success look like? What do you want your audience to:* Be aware of
* Understand
* Do
* Believe
 |  |
| Who is your audience?* Level, language, skill, geography, attitudes, opinions
* Best way to communicate
 |  |
| What are your key messages? |  |