**Planning for Writing Template**

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| Your Objective   * What is the purpose of communication? * What do you plan to achieve? |  |
| 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? |  |