

Communication Structure Templates

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| Headline | |
| What headline would encourage your audience to open/read your message? Think about your recipient and what's in it for them. | |
| Introduction | |
| If your recipient reads nothing else, what do you want to make sure they know? Your objective and action should go here. | |
| Body | |
| <p>This is your chance to tell your story and make your case</p> <ul style="list-style-type: none"> - Outline each of your arguments – best practice usually asks that you keep it to a maximum of three - Use subheadings, numbering and bullet points if appropriate - Ask the audience rhetorical questions that will peak their curiosity | |
| Conclusion | |
| <p>What do you want to leave your reader with?</p> <ul style="list-style-type: none"> - Repeat your objective - Communicate next steps and action items | |