

Planning for Writing Template

<p>Your Objective</p> <ul style="list-style-type: none"> • What is the purpose of communication? • What do you plan to achieve? 	
<p>What does success look like? What do you want your audience to:</p> <ul style="list-style-type: none"> • Be aware of • Understand • Do • Believe 	
<p>Who is your audience?</p> <ul style="list-style-type: none"> • Level, language, skill, geography, attitudes, opinions • Best way to communicate 	
<p>What are your key messages?</p>	