

## Writing Focus

### 1) Purpose

a) Why am I writing this?

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b) What do I want the reader to do?

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### 2) Audience

a) Who exactly is my reader? Do I have more than one?

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b) What is the reader's role?

- Decision maker?  
 Influencer?

- Implementer?  
 Other: \_\_\_\_\_

c) What does the reader know about the subject?

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d) How will the reader react to my main message? Will they be

- Receptive?  
 Uninterested?  
 Sceptical?  
 Resistant?  
 Indifferent?  
 Other: \_\_\_\_\_

e) What's in it for the reader? Why should the reader read this or agree with it?

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f) How will the reader use this document?

g) What cultural issues could affect this communication?

- Ethnic?                            Language?  
 Corporate?                        Subjective?  
 Social?                               Other: \_\_\_\_\_

h) Should anyone else receive this?

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### 3) Bottom Line

a) If the reader were to forget everything else, what one main message do I want them to remember?

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b) So what? What is the impact of my bottom line?

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