

Writing Focus

1) Purpose

a) Why am I writing this?

b) What do I want the reader to do?

2) Audience

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

b) What is the reader's role?

☐ Decision maker?

☐ Implementer?

☐ Influencer?

☐ Other: _____

c) What does the reader know about the subject?

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?

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?

3) Bottom Line

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

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