

## Focus Sheet

Answer these questions as the first step in any writing task.

### 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? Influencer? Implementer? Other?
- C. What does the reader know about the subject?
- D. How will the reader react to my main message: Receptive? Indifferent? Resistant?
- E. What's in it for the reader? Why should the reader read this or agree with it?

### 3. Bottom Line

- A. What ONE main message do I want the reader to remember?
- B. So what? What is the impact of my bottom line message?

### 4. Strategy

Should my message be a document? Or would another way be more effective?

- Phone call?
- Email?
- Videoconference?
- Meeting?
- Presentation?
- Postal delivery?
- Shared folder?
- Other?