## Business Message Planning Checklist

DETERMINE GENERAL PURPOSE	AUDIENCE
☐ Inform, ☐ Entertain,	<ul><li>Identify audience</li><li>composition.correctly</li><li>Identify audience</li></ul>
☐ Facilitate interaction☐ Motivate/persuade?	knowledge and awareness of topic
DETERMINE YOUR SPECIFIC PURPOSE	<ul><li>Anticipate probable responses</li></ul>
Identified desired outcome claerly	COMMUNICATION CHANNELS
Purpose is realistic.  SOURCES	Select the correct channel.  Email
☐ Are credible ☐ Are Appropriate	Fax
CONTENT/ INFORMATION.	☐ Memo ☐ Letters
Is accurate, ethical, and pertinent	<ul><li>Proposal</li><li>Reports</li></ul>

Adapted from "<u>A Planning Checklist for Business Messages</u>", section 5.2 from the book Communication for Business Success (Canadian Edition) (v. 1.0) under <u>CC 3.0</u>