

Business Message Planning Checklist

DETERMINE GENERAL PURPOSE

- Inform,
- Entertain,
- Facilitate interaction
- Motivate/persuade?

DETERMINE YOUR SPECIFIC PURPOSE

- Identified desired outcome clearly
- Purpose is realistic.

SOURCES

- Are credible
- Are Appropriate

CONTENT/ INFORMATION

- Is accurate, ethical, and pertinent

AUDIENCE

- Identify audience composition correctly
- Identify audience knowledge and awareness of topic
- Anticipate probable responses

COMMUNICATION CHANNELS

- Select the correct channel.
- Email
- Fax
- Memo
- Letters
- Proposal
- Reports