



## Communications Planning Worksheet

1. I'm going to talk about:
  
2. My audience is *(describe who will hear and/or see your communication)*:
  
3. My message is targeted to these types of people in the audience *(describe the people you are MOST interested in influencing, who they are, where they are, how they behave, and so on—this is the TARGET AUDIENCE, and they are a SUBSET of the entire audience)*:
  
4. Relative to what I'm talking about, they currently know, believe or do:
  
5. This makes them:  
Supportive -----Resistant
  
6. The target audience will care most about my topic, and they will be most likely to respond as I want, if I make my points in the context of *(e.g., politics, parental responsibility, economics, business, quality of life, personal interest, public safety, etc.)*:
  
7. Relative to what I'm talking about, I WANT them to know, believe, or do:
  
8. I will make my case using the following three key assertions *(assertions can build logically or be free-form—e.g., problem/solution/benefits, major premise/minor premise/conclusion, by answering three questions the audience likely would ask, etc.)*:

a.

b.

c.

9. I will PROVE my assertions using the following evidence that substantiates my assertions and gives the audience "reasons to believe" (be as specific as possible using facts, statistics, empirical evidence, anecdotal observations, and so on—9a supports 8a, 9b supports 8b, 9c supports 8c—use additional sheets if you need more space):

a.

b.

c.

10. I will be reaching my target audience through (check only one):

Live Presentation     Online Media     Audio/Video     Interview     In Writing