# Focus Sheet

### Purpose

1. **Why am I writing this?**

Click here to enter text.

1. **What do I want the reader to do?**

Click here to enter text.

### Audience

1. **Who is my reader? Do I have more than one? What is my reader’s role? (decision-maker, influencer, implementer, etc.)**

Click here to enter text.

1. **What does the reader know about the subject?**

Click here to enter text.

1. **How will the reader react to my main message: receptive? indifferent? resistant?**

Click here to enter text.

1. **What’s in it for the reader? Why should the reader read this or agree with it?**

Click here to enter text.

1. **How will the reader use this document?**

Click here to enter text.

1. **What cultural issues could affect this communication (ethnic, corporate, language, social)?**

Click here to enter text.

### Bottom Line

1. **If the reader were to forget everything else, what one main message do I want the reader to remember?**

Click here to enter text.

1. ***So what?* What is the impact of my bottom line?**

Click here to enter text.

### Delivery Tactics

1. **Should my message be a document or a conversation? How should I share it (email, attachment, meeting, presentation, phone, intranet)?**

Click here to enter text.

1. **Timing: When is the most appropriate time to send my document?**

Click here to enter text.

1. **Distribution list: Are only the appropriate people on the list?**

Click here to enter text.

**Is there anything else I need to consider?**

Click here to enter text.