**Multiple Readers Focus Sheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Purpose | Reader 1 | Reader 2 | Reader 3 | |
| 1. Why am I writing this? | **Who:** Enter text. | **Who:** Enter text. | **Who:** Enter text. | |
| Click here to enter text. | Click here to enter text. | Click here to enter text. | |
| 1. What do I want the readers to do? *(Action, attitude?)* | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. Audience | **Reader 1** | **Reader 2** | **Reader 3** | |
| 1. Who are my readers? What are their roles? decision-maker? influencer? implementer? other? | Click here to enter text. | Click here to enter text. | Click here to enter text. | |
| 1. What does each reader know about the subject? | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. How will each reader react to my main message? | Click here to enter text. | Click here to enter text. | Click here to enter text. | |
| 1. What’s in it for each reader? Why should they read this or agree with it? *(Personal or business benefit?)* | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. How will each reader use this document? | Click here to enter text. | Click here to enter text. | Click here to enter text. | |
| 1. Bottom Line | **Reader 1** | **Reader 2** | **Reader 3** | |
| 1. If the readers were to forget everything else, what main message do I want them to remember? | Click here to enter text. | Click here to enter text. | Click here to enter text. | |
| 1. *So what?* What is the impact of my bottom line? | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. Delivery Tactics | | | | |
| 1. Should my message be a document? How should I share it (email, attachment, meeting, presentation, phone, intranet, etc.)? | 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 the appropriate people on the list? | Click here to enter text. | | |
| Is there anything else I need to consider?  Click here to enter text. | | | |