# PLAN Sheet

Answer these questions first to save time. Once you’ve done this exercise a few times, it will become second nature. Remember it this way:

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| **P** | urpose? |
| **L** | ead message? |
| **A** | udience? |
| **N** | ext steps and deadlines? |

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| 1. **Purpose?**

This is your reason for writing. Begin with “to” plus a verb. Example: *to convince the reader to make a payment.* Include no more than one topic per message. | Click here to enter text. |
| 1. **Lead message?**

This is your main point, or “bottom line”—the one thing you want your readers to remember if they forget everything else. Example: *payment is required to avoid cancellation of insurance.*  | Click here to enter text. |
| 1. **Audience?**

This includes anyone who is likely to read the message. | Click here to enter text. |
| Is the primary reader likely to be [ ]  receptive [ ]  indifferent [ ]  resistant to your lead message? |
| 1. **Next steps/deadlines?**

What concrete action needs to happen next? Example: *send us a check by Nov. 1.* Write next steps and deadlines on this page or directly into your message. Cluster actions together and number them. | Click here to enter text. |