

# Focus Sheet

## 1. Goal

A. What do I want to achieve as a result of writing this?

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B. What do I want my reader to do, say, or think?

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## 2. Audience

A. What is my reader's role in my topic?

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B. What does my reader already know that I don't need to explain? What details will I need to spell out?

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C. How will the reader react to my main message?

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D. What's in it for the reader?

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# Focus Sheet *continued*

## 3. Key message

What one main message do I want the reader to remember (one complete sentence)? Try to show why this message is important to the reader (the “So what?”).

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## 4. Subject line or title

Include the gist of the key message in #3, above.

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## 5. When and how

A. What’s the best way to get my message across—email, deck, instant message, text, post to social media or collaboration app, call, meeting, presentation?

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

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C. Distribution, invitation, or tag list: Are only the appropriate people on the list?

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Is there anything else I need to consider?

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