

Business Writing Pre-Planning Questionnaire

Purpose

What do I want to accomplish by writing this? _____

What should the reader do after reading this? _____

Audience

Who exactly are my readers? _____

What roles do my readers have? _____

What other characteristics do my readers have? _____

What do my readers already know about the topic? _____

How will my readers likely interpret my message? _____

How will the readers benefit from reading this? Why should they read this message? _____

What tone should I use? _____

Timing

Should my message be a document, phone call, or face-to-face meeting? _____

When is the best time to send this? _____

Distribution? _____

Are my readers already receiving this message by another source? _____

Which method of communication should I use? _____



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