

Choosing the Best Communication Vehicle

What is my message for this communication? Define in one or two sentences the message you want readers to receive from your communication. Does it support your vision? Your brand?

Describe my ideal reader. If you could get your communication in front of one person, who would that be? (e.g., CEO, CFO, Operations Manager, etc.) Additional characteristics (e.g., small business owner, Fortune 500, specific industry)

What platform improves my chances for reaching my ideal reader? Think about where your ideal reader hangs out. (e.g., specific social media platform, industry trade publications, business conferences, referrals from existing clients)

What do I hope to achieve with this communication? (e.g., educate readers about your business' capabilities, introduce new product, make a sale)

What is the best form of communication for my ideal reader and objective? Think about your ideal reader. Are they tech-savvy? Are they in an industry that consumes white papers? Do they regularly subscribe to trade publications? How do those factors fit with your objective? (e.g., White papers are a good fit for educating readers but if your ideal reader views them as "old school," perhaps a video is a viable alternative.)

Who is the ideal person to write the communication? Is that person you? A staff member? Should you outsource to a professional? Consider factors such as the time it takes the person away from other responsibilities, his or her skill set for the specific communication, your budget needs.

Are there any critical milestones? (e.g., announcement prior to the launch date of a new product, industry-related deadlines, consistent schedule for postings)
