

THE BASICS OF BUSINESS COMMUNICATION

WHO ARE YOU?

WHAT PRODUCT/SERVICE DO YOU OFFER?

- Does it make sense?
- What problem(s) does it solve?
- What makes it different?

WHO IS YOUR AUDIENCE?

WHAT IS THEIR COMMUNICATION STYLE?

- Do you know your audience?
- Do you understand their style?
- Do you edit to their style?

WHO IS AFFECTED?

WHO ARE YOUR KEY PERSONS?

- Internal/Partners/Customers?
- What stage are you in?
- Who needs to know per stage?

WHAT IS YOUR PURPOSE?

WHAT IS YOUR PURPOSE FOR COMMUNICATING?

- What should they know?
- What should they feel?
- What should they do?

DID YOU DELIVER?

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