





Basic element	Objective	Did you deliver?	How do you know?
PRODUCT 	Answer audience question/need (define question/need below)	Yes/No	Level of engagement (e.g., increased queries/sales, etc.)
AUDIENCE 	Who benefits most? (identify audience)	Yes/No	Level of engagement (e.g., clicks/queries/sales, etc.)
STAKEHOLDERS 	Who needs to know? (list stakeholders/stage of communication)	Yes/No	Level of engagement (e.g., complaints/execution misses)
PURPOSE 	What was the purpose? (e.g., educate, sell, inform)	Yes/No	Level of engagement (e.g., failed/successful execution on instructions)

Visit SimplyStatedBusiness.com for more business communication tips and downloads.

© Cathy Miller, Business Writer | Consultant

Business site: CathyMiller.biz