

Planning Guide: Defining your Objectives for your Instructions

Topic _____ Due Date _____

Overall Purpose

What are you writing?

What prompts you to write?

What outcome do you desire?

Reader Profile

Who is your primary reader?

What is your reader's relationship to you?

What are your reader's job title and responsibilities?

Who else might read your communication?

How familiar is your reader with your subject?

How familiar is your reader with your specialty?

Does your reader have any communication preferences you should take into account?

Should you take into account any other things about your reader when writing?

Reader's Informational Needs

What are the key questions your reader will ask while reading?

How will your reader search for the answers? (The reader may use more than one strategy.)

Sequential reading from beginning to end

Selective reading, as when using a reference book (what key terms will your reader look for?)

Other (explain)

How will your reader use the information you provide?

Compare point by point (what will be the points of comparison?)

Attempt to determine how the information you provide will affect him or her

Attempt to determine how the information you provide will affect his or her organization

Follow instructions step by step

Other (explain)

Reader's Attitudes

What is your reader's attitude toward your subject? Why? What do you want it to be?

What is your reader's attitude toward you? Why? What do you want it to be?

Stakeholders

Who, besides your reader, are the stakeholders in your communication?

How will they be affected by it?

Situational Analysis

What events and circumstances influence the way you should write?