

MY COMMUNICATION BUILDER

<p>Who is my audience? Who do I want my message to reach? Is there a specific group/person in the audience whose attention I want?</p>	<p>Who can help me? What resources do I need? Where will I find this information?</p>
<p>Why do I want to communicate to this audience? What is my purpose for communicating with them? What do I want to achieve from the communication? What action/reaction do I want them to take/make?</p>	<p>Who can help me? What resources do I need? Where will I find this information?</p>
<p>What are the priorities and interests of my audience? What do they want? What is their perspective? What do they already know or believe? What are the barriers and facilitators of them taking the action I want?</p>	<p>Who can help me? What resources do I need? Where will I find this information?</p>
<p>Why might they want to listen to me? What is the benefit to them from listening to me? How does the action I want them to take benefit them?</p>	<p>Who can help me? What resources do I need? Where will I find this information?</p>
<p>What is my message to this audience? Is there more than one message? If so, what are they?</p>	<p>Who can help me? What resources do I need? Where will I find this information?</p>
<p>How will my message reach this audience? What is the most effective way to communicate to this audience? What is the best approach to use?</p>	<p>Who can help me? What resources do I need? Where will I find this information?</p>

