



**Answer these questions before starting any strategic communications project:**

**1. What is your existing messaging or positioning?**

Include value proposition, feature/benefit language

**2. Who is your primary audience and secondary audience? What is their intent?**

This should contain summaries describing the target audience, age, income, location, needs, but most importantly, intent.

**3. What problem are you solving for them? How do you know?**

What does your primary audience want to accomplish? What do you think is in the way?

**4. What are the key points that absolutely must be conveyed in the communication?**

Avoid a comprehensive list and narrow down the focus on 3-4 key messages.

**5. What are the established goals and/or outcomes for the project?**

Ditto. Avoid a comprehensive list and narrow down the focus on 2-3 main goals.

**6. What objectives will help you reach those goals?**

What specific, tactical things are you going to do to achieve the goals?

**7. What timing is involved? Is there a hard deadline? Is there enough time to achieve all of your goals?**

Propose a start and end date, and benchmark dates in between for stakeholder sharing as well as production milestones. If you do not know an exact timeline, develop a rough estimate.

**8. What measurements would be used to gauge success?**

You can't improve what you don't measure. Establish key performance indicators (things to measure that provide insight, like social engagement), then measure progress toward the goals.

**9. How will you resource and promote the program after launch, over time?**

Finishing the project is just the beginning. Establish a plan for continued staffing and resourcing throughout the project life cycle, including consistent promotions. One good tool is a quarterly editorial calendar of timely promotional messaging.

**10. How does the project support the overall brand tone, manner and visual identity?**

Developing an emotional connection with your target audience is paramount! The proliferation of discordant messaging, logos, and visual identity elements eliminates any chance of success. To hone in your brand personality, try the following :

1. List out all the attributes for your brand under these 3 categories: Values & Beliefs; Tone of Voice; and Look & Feel.
2. Narrow each category down to just 3 words.
3. Pick 1 word for each category. Now you have 3 words that describe your brand personality.