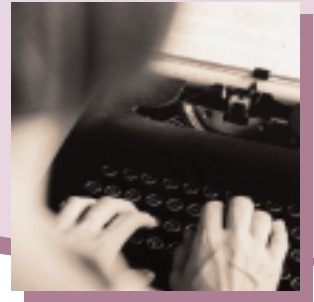


# Mini Writing Plan

Use this form to plan any marketing materials you are going to write. Fill it in before you start.



## Who is this the reader/recipient of this communication?

If this list is very long, ask yourself whether you can address everyone with just one communication if their needs differ.

## What do your readers think at the moment?

e.g. 'I can't write good marketing copy', or 'Personal trainers are too expensive for me.'

## What do you want them to think when they have read your communication?

This should be linked to their previous attitudes and not too big a leap e.g. 'With the right training I could write great marketing copy.'

## What is your key message?

This should be a simple message you can express in one sentence.

## What would you like your readers to do now?

It's really important to include a call to action in your communication. Try not to give too many options but allow people to follow their preferences.

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