

PURPOSE WORKSHEET



A purpose states what you wish to achieve by communicating or interacting with your audience. It is as critical to your communication as a rudder is to a ship reaching its destination. Therefore you first need to be clear on who your audience is, what you want them to do after reading your message, and the best way achieve that.

Audience	
What you want them to do after consuming your message or communication	
How you will achieve this (choose an action word to describe this)	<input type="checkbox"/> Convince / persuade <input type="checkbox"/> Educate <input type="checkbox"/> Inform <input type="checkbox"/> Sell <input type="checkbox"/> Warn <input type="checkbox"/> Explain <input type="checkbox"/> Other _____

FORMULA FOR WRITING A PURPOSE DESCRIPTION:

ACTION WORD + AUDIENCE + WHAT YOU WANT THEM TO DO AFTER CONSUMING YOUR MESSAGE

- EXAMPLES**
- Convince + Entrepreneurs + to buy my new communication mastery product
 - Explain to + new subscribers + how to change their membership details
 - Inform + employees + that they can leave work early if they are affected by bush fires

Write your purpose below in one or two sentences

For more information on why you need to establish your purpose and how to do it effectively, read *Bullseye! - Getting the RIGHT message to the RIGHT audience* by Dave Halls or attend one of his training courses.