

START-UP BRIEF

AUDIENCE

1. What's the key issue—the one takeaway message I want my audience to remember?
2. Who's my primary audience?
3. What does my audience *need to know* about the topic?
4. What's in it for my audience?
5. Does my story need a special angle or point of view?
6. What will my audience's reaction be toward the topic? Positive? Neutral? Negative?

PURPOSE

7. My purpose is to _____ so my audience will _____.

QUESTIONS

8. What *who, what, when, where, why, and how* questions will my audience want answered?