

# Planning Checklist

| Objective  |
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| Macro objective: What's our big picture purpose?   |
| Micro objective: What do we want the reader to do? |
| Audience   |
| Primary audience                                   |
| Reader's Reason                                    |
| Why does the reader care?                          |
| Format   |
| What is it? (paper, post, etc.)                    |
| How will people read it? Online? Mobile? Print?    |
| Length: Words or pages                             |
| Repurposing: What can this turn into?              |
| Review Process                                     |
| Reviewers  |
| Approvers  |
| Schedule   |
| Content creation deadline                          |
| Review deadline                                    |
| Final approval deadline                            |
| Publication deadline                               |