## Planning Checklist

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