

Message Planner

Client: _____ Project: _____ Date File Opened: _____

Objective:

What do you want people to do?

5 W's

Who:

What:

Where:

When:

Why/How:

Key Ideas:

Angle: "So What?"

Outline of Paragraphs:

Lead:

- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

Visual: "What's the Picture?"

"What's the Headline?"

Message:

