

10 Questions to Ask about Each Communication

Questions	Assessments			Notes/Actions
	YES	NO	NOT YET	
1. Have we effectively integrated our purpose and key messages?				
2. Does it look like us?				
3. Does it sound like us?				
4. Have we adequately identified the champion segments to receive this?				
5. Is it clear what we want FOR the champion as a result of this?				
6. Is there a clear invitation for the recipient to DO something?				
7. Is this the appropriate medium and timing for communicating this?				
8. Is this (can this be) connected to other efforts?				
9. Is there an effective plan for follow-up?				
10. Would you want to receive this?				