# Writing better reports - your plan:

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| **Title?** | | **Key message 1**<br>Main message at the top, supporting details below. | **Key message 2**<br>Main message at the top, supporting details below. | **Key message 3**<br>Main message at the top, supporting details below. |
| **Purpose?**<br>Why are you writing it? What do you want the reader to know and do? Remember to use the "so what?" test. | | | | |
| **Target audience?**<br>Who will read it? What understanding do they already have? What questions? What's most important to them | | | | |
| **Context?**<br>What's the bigger picture? Does your audience understand it? | | | | |
| **Style, length and tone?**<br>Is there a set structure? Use clear sections with meaningful headings | | | | |
| **Who else?**<br>Do you need to involve anyone else inside or outside of your organisation? | | | | |
| **When by?**<br>What's your deadline? Date for first crap draft? Date to review and improve it by? | | | | |