**Communication Structure Templates**

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| Headline |  |
| What headline would encourage your audience to open/read your message? Think about your recipient and what's in it for them. |  |
| Introduction |  |
| If your recipient reads nothing else, what do you want to make sure they know? Your objective and action should go here. |  |
| Body |  |
| This is your chance to tell your story and make your case   * Outline each of your arguments – best practice usually asks   that you keep it to a maximum of three   * Use subheadings, numbering and bullet   points if appropriate   * Ask the audience   rhetorical questions that will peak their curiosity |  |
| Conclusion |  |
| What do you want to leave your reader with?   * Repeat your objective * Communicate next steps and action items |  |