**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
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