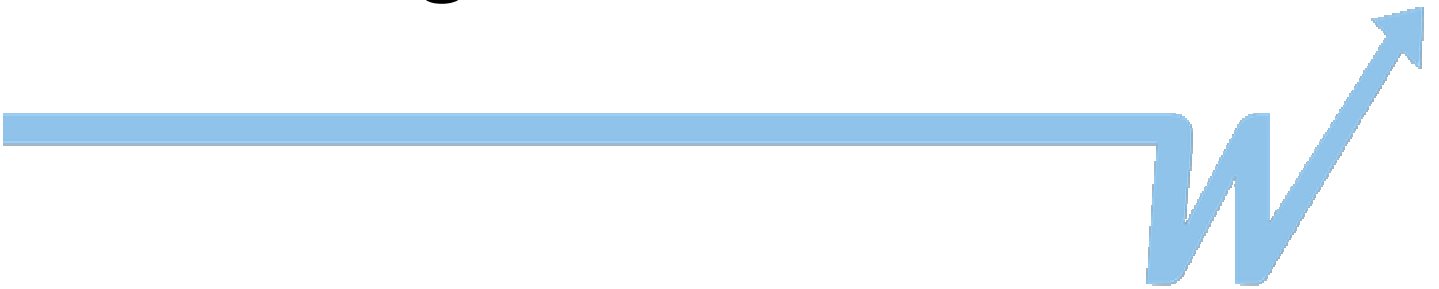


Communication Strategic Planning Basics





Planning Pointers

- **Competitive Edge/Uniqueness**
 - Think about what makes you or your company different or better than others. Use those distinguishing features to positively set you apart in the marketplace.
- **Audiences/Competition**
 - Who will receive your unique message? Who will compete against you for attention or rewards? Knowing the competition and your audience will help you stay ahead of the competition while meeting the demand of your current and potential customers.
- **Measurable Objectives**
 - Set goals that incorporate your uniqueness and align with the overall goals of the company or your individual plan. Make sure you can measure them so you can show progress or demonstrate success. You can't brag about success unless you can prove it! The numbers don't lie.
- **Strategies (What?)**
 - This is a list of what you will do to achieve your objectives. Describe what strategies you need to reach your goals.
- **Tactics (How?)**
 - Tactics represent the "to do" list in business. They relate directly to the list of strategies. You may have several tactics to help you implement just one strategy, which should all help you achieve the measurable goals you set.
- **Timeline**
 - "Begin with the end in mind," as Covey says. Setting a timeline helps companies and individuals stay motivated and focused on all of the above activities.

If you need help planning communication and achieving your goals, contact Write Wise Communication today!