

Before Communications Lift Off

Ten, nine, eight, seven...ignition, blast off! Before any Cape Kennedy countdown, there's a detailed checklist the astronauts must complete. Communicators would do well to use their own checklist before launching a new piece. Here's a beginning. Unless you can say "check" to each of these statements, delay launch because, "Houston, we have a problem."

- Does this communication speak to an audience need?
- Are we certain this piece isn't created mainly to glorify our company?
- Is the writing in the audience's language, not in our company or industry jargon?
- Is this piece honest and truthful?
- Have we told the audience exactly what we'd like them to do with this information?
- Does the copy flow logically so the audience won't get lost?
- Is the message something new, useful, or important?
- Is the message broken down into short, easy to digest sections?
- If this is a sales piece, does it start selling immediately with the strongest point first?
- Is the piece specific so it's informative and believable?
- Is the tone or mood right for this audience?
- Do the visuals and words deliver the same message?

