

# Your Pre-Writing Planner

FOCUS YOUR THOUGHTS. ORGANIZE YOUR CONTENT. WRITE WITH EASE.



**COHORT**  
Technical Communications Inc.®

Reducing Risk Through Effective Documentation

## Your Pre-Writing Planner

### Focus Your Thoughts. Organize Your Content. Write with Ease.

Sitting down to write can be a painful process, particularly when there's only a white page with a blinking cursor staring back at you. Writing can be much easier when you take the time to plan first. This is where the Pre-Writing Planner can help.

### Purpose of This Planner

The Pre-Writing Planner is a tool to focus your thoughts and gather the critical information you need before you begin to write your first draft.

### Is This Planner for You?

If you've ever sat, staring at your screen, typing a sentence only to delete it moments later, this Pre-Writing Planner is for you. Of course, even if you don't struggle, planning your writing ahead of time will help to streamline your writing...and your writing frustration.

Whether your writing an email, proposal, website, or marketing brochure, this Pre-Writing Planner will help you organize your thoughts, so your writing flows as planned.

Let's get started.

## Plan Your Writing with Clarity

Answer the below questions to improve your writing efficiency and remove the frustration of starting without a writing plan.

### Know Your Audience

To learn how to focus content, sort out exactly who you're writing for. Knowing your specific audience helps to centre on key points for your topic, making your content more impactful for your readers.

1. Who is your audience for this information?

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2. What does your audience need to know?

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3. How will your audience benefit from what you're writing?

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## Understand Your Topic

Knowing the topic you want to write on is one thing. Understanding your topic and how it relates to your audience is another. Taking the time to discover the following insights on your topic will provide clarity on what you should write about in relation to your topic.

4. What is your topic?

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5. Why is this topic important to you?

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6. What angle are you taking with the topic?

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7. Has this angle been covered before? If so, how is your angle different/similar?

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8. What assumptions – positive or negative – might your audience have about the topic?

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### Engage Your Audience

The key to great writing is ensuring you engage with your audience. Once you've written your content (post writing plan, of course), make sure you understand how you're going to share your content.

9. What do you want your audience to do once they've read your content (e.g. share, comment, contact you)?

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10. How will your audience access this finished content (e.g. blog, print, social media)?

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## Turn Your Plan into Your Content

Use your answers to sort through the points you want to cover, organize the flow of your material, and begin to write.

Taking the time to plan your writing helps eliminate false starts, improves efficiency, and removes the exasperation that comes when you start with a white page only. Know your audience, understand your topic and writing points, and acknowledge how you'll share your content and you'll be writing in no time.

Require further writing support? Inquire at: [info@cohorttechcomm.com](mailto:info@cohorttechcomm.com)

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