

# BETTER WRITING WORKSHEET

In a simple sentence (no more than ten words), what message do you want to send?

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Who do you want to say it to?

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Why will they care?

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Which competitors are saying the same thing as you? How are they saying it?

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What's the single biggest reason your customers will come to you over your competitors?

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What do you want your customers to do after getting your communication?

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What else do they need to know to do it?

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