

Attachment: write it so they will read it

Number of methodological Tool	EUPA_LO_050_M_02
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You work as a training coordinator in an organisation that provides training solutions to professionals. You were requested by your manager to write a document in order to promote a new course your organization wants to launch. The course is about effective communication.

You are requested to:

1. Fill the following form
2. Compose the promotion document based on your answers

A. Reader

- Who is/are my main reader/s?

- Are there different levels of recipients?



- **What does the reader need to know about the subject?**

- **What's In It For My Reader?**

- **Does my writing need a particular view or viewpoint?**



- **What is my reader's attitude with regard to the subject?**

B. Purpose

- **My purpose is ...**

- **So the reader ...**



C. Key point

- **What is the primary topic / point / item that I want my reader to remember?**

D. Document Delivery

- **Which is the best method/channel of delivery?**

- **What is the best delivery time?**



