



PURPOSE

What exactly do I want to happen?

The **purpose** is what you want to accomplish or the reason for communicating. After figuring out your topic (what you are communicating about) and angle (point or theme) –*what* you are writing about, you should try clearly stating your purpose–*why* you are writing.

What is your reason for communicating? (Put a star next to your primary purpose and put a check mark next to all other possibilities.)

- expressing ideas
- informing someone
- explaining something
- exploring a topic
- persuading someone

Questions to consider:

1. What do you hope your audience will do, feel, or think after experiencing this communication?
2. Is there an event or situation that made you want to communicate?
3. What is the best possible outcome of this communication?
4. What is the worst possible outcome?