One-Page Marketing/Communication Project Planner

Step 1: Goals & Strategy

What's our goal with this project? (TIP: Start with the end in mind. If this project were successful, what would you achieve? How would you prove it? What would you point to as evidence that the project was a success? The most effective communication project goals are usually measurable *behaviors*.)

Audience Who must we work with to accomplish our goal?	Message What hurt or hope will we address? Why does this audience care?	Channel How does this audience like to communicate? What is their preferred communication tool, style and frequency?	Tactics

Step 2: Tactical Punch List

Milestones? (TIP: What are the important dates in your project? List your dates and work backwards.)

Tactic	Audience	Owner	Deadline