

**A BLANK Comms plan**

This is a summary of the steps we’ll take:

* Where are you now?
* Where do you want to go and why?
* Who do you want to talk to and why?
* What’s the one thing you want them to do and why?
* Where do they hang out?
* How much time and money do you have to help you reach them?
* How long have you got?
* When and how are you going to evaluate?
* Who are you going to tell that you are doing this so you can tell them how it has gone?
* Whats the timeline of tactics for it all?

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