

response. Professional communications start by identifying the response that is desired from the target audience before developing the message. The desired response should dictate the message, not vice versa.

It is very dangerous to assume that your audience will receive your idea exactly as written. They will color it; they will change it; they will interpret it. In short, by making it their own, they can also make it different from what you intended.

In the marketing of goods and services, which for 106 years has been the daily business of the J. Walter Thompson Company, they have developed a plan for the production of communications which help solve a client's marketing problem. This is called the "T" plan and consists of five steps.

The "T" plan process contains no magic. It is simply organized common sense. A method designed to help arrive at an accurate fact base and to help avoid operating under false assumptions. It involves the posing and answering of five very basic questions. Questions designed to focus and concentrate thinking where it will be most productive.

Though these questions are listed in a certain order during the development process, as the environment changes or new information becomes available, we will backtrack, reasking and reanswering certain questions. It is in short a fluid process that we can never assume is finished. Even when success is achieved, continual pressure must be used to maintain that degree of success.