listening

You

(1) _____ your objective (why?)

Know your (2) _____ (who?)

Plan the content (what?)

Create a clear message

Use this method (K.I.S.S.):

K (3) _____

It

Straightforward

and

S (4) _____

Choose the right channel

What does the person receiving the message (5) _____?

How much (6) _____ do you have?

Do you need to (7) _____ and (8) _____ a lot of questions?

Is the content (9) _____?