Worksheet: Query planning

Peg What's the time-based reason for doing this query?	
Question What is the core question of the query?	
Goal (home run) If what a reporter says they want is 80% of the potential, what's 100%? Don't promise this, but keep it in mind and bake in a question that addresses it so you can reach high.	
Network goal In what areas will this query deepen or improve the PIN?	
Target audience What's the group of people that you're going after?	
Audience mindset What's the frame of mind of the people you're going after?	
Message What are the phrases and words you'll use to get your key points across to the audience?	
Uses How can you imagine sources who respond being used in your programming?	
Query questions What are some questions you might ask in the query?	
Outreach What organizations, events, websites or blogs will you reach out to to find people who will want to respond?	