



AABC Writing Template: Audience | Aims | Bullets | Construct

Working Title of Content

Today's Date

Prospective Publication Date

Other Contributors

AUDIENCE | Whom do you want to influence?

Primary/Secondary Audience(s)

Types of content they prefer:
(article, primer, policy brief,
monograph, report, blog post)

Channels to reach them:
(journals, conferences, scholarly
networks, social platforms,
blogs, repositories)

Messengers they trust:
(peers, colleagues,
policymakers, private sector,
experts in field)

AIMS | What do you want to happen?

Explaining something?

Promoting research?

Calling for action?

Calling for an alternative?

What would a good
solution be?

Would you like the people
you want to influence to
do something different?

Main Aim

Secondary Aims

- 1.
- 2.

BULLETS | What are the talking points?

Questions

Surprises

Challenges

Innovations

Takeaways

CONSTRUCT | Is this a standalone piece?

Could this be part of a series?

Are the other aspects of this
problem you would like to
write about in a different way?