



# PLANNING WORKSHEET

Ask yourself these critical questions when planning your infographic.

**WHO** is your target audience?

Be specific! It determines style, tone, etc.



**WHAT** information do you need to share?

Narrow it down...bite-sized info is best!

**WHY** do you need to share this info?

Think about your business goals!



**WHERE** will you share it?

Social Media? Blog? Direct Mail? etc.

**HOW** will you and others share it?

Yes, you'll want others to share it too!



**WHEN** do I need it?

Plan accordingly if you have a deadline!



**Gather Your  
Information  
and Data**



**Create a Draft or  
Outline of Your  
Information**



**You're Ready  
to Design!**

**Now You've Got A Plan!**