FAST Form

Category	Description/Notes
Format What type of document will you use? What are the elements of that document type?	
Audience Who will receive your message? What are their expectations? What's in it for them?	
Style What 'personality' does your writing have? Consider issues like word choice, sentence length and punctuation.	
Tone How do you want your audience to feel about your message? Is your message formal or informal? Positive or negative? Polite? Direct or indirect?	