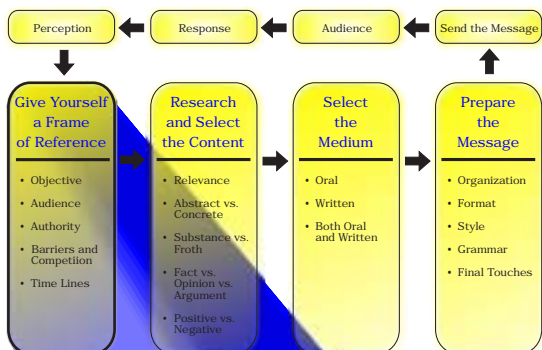


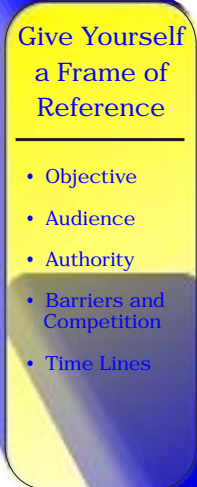
### Writing for Results

A Step-by-Step Model for Successful Briefings



# Chapter I-4

## Barriers and Competition



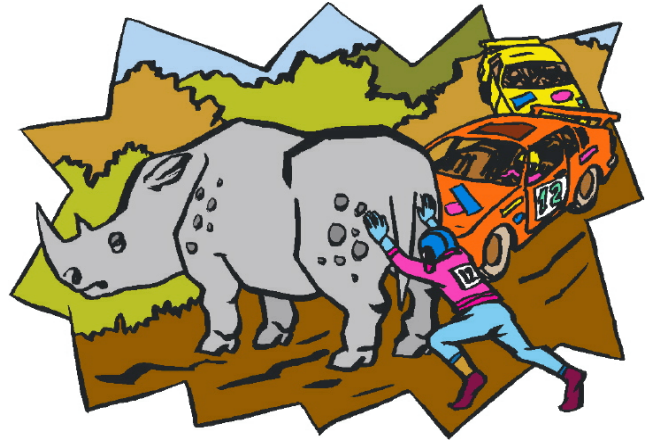
*The only use of an obstacle is to be overcome. All that an obstacle does with brave men is, not to frighten them, but to challenge them.*

Woodrow Wilson

**Barriers and Competition**

Take some time to anticipate barriers and competition that your message may encounter. To do so will greatly enhance the message's chances of success. To fail to do so may lead you into an exercise in futility.

In anticipating barriers and competition, remember to take account of intermediary audiences that may stand between you and your ultimate audience. An example of this is found in Figure 0.3 of [How to Use the Step-by-Step Model](#).



Barriers and competition can take many forms. Your audience will be a primary focus of your attention here. The following are factors to consider:

- time pressures on your audience or intermediary audiences;
- information overload (i.e., difficulty in attracting the audience's attention);
- contrary views or competing priorities of your audience or intermediary audiences; and
- ability of your audience or intermediary audiences to understand your message.

Here are some other types of barriers and competition that you may need to consider – all of them ultimately converging on your audiences:

- messages from other sources that convey contrary views;
- financial pressures and economic conditions;
- human resource pressures;
- political pressures; and
- complexity of your message.

No manual can tell you what barriers and competition you will face with the message at hand. Only you can do that. But the more accurately you foresee them, the greater your chances of success.