

Name \_\_\_\_\_



# Audience Analysis

What issue or topic are you addressing?

Who is your intended or expected audience?

What is your objective or goal with this communication? What do you want your audience:

**To know?** \_\_\_\_\_

**To feel?** \_\_\_\_\_

**To do?** \_\_\_\_\_

Prioritize three different kinds of people who are likely to be in your audience and consider:

	<b>Audience</b>	<b>What are their priorities and concerns?</b>	<b>How do they feel about your message?</b>
1			
2			
3			