

Know Your Audience

Primary _____ *Secondary* _____

- | | |
|--|--|
| <ol style="list-style-type: none">1. What current pressures or distractions might your audience be experiencing?

2. What issues or considerations matter most to them on this topic?

3. What evidence or data is likely to be most persuasive to this audience?

4. What objections or concerns might they express?
How will they express them? | <ol style="list-style-type: none">5. How does this audience like information to be packaged or presented?

6. What DON'T they need to know right now (even though you'd love to share it)?

7. What bothers or annoys this audience?

8. When and where are you sharing the information?
How much time have they given you? |
|--|--|