Audience Identity and Needs

Primary audience: *(name, title)* Secondary audience: Relationship: *(client, employer, other)* Purpose of the document: *(instruct, persuade, other)* Intended use of document: *(perform a task, solve a problem, other)*

Technical background: *(layperson, expert, other)*

Prior knowledge about this topic: *(knows nothing, a few details, other)* Additional information needed: *(background, only bare facts, other)* Probable questions: *?*

*?*

*?*

*?*

Audience’s Probable Attitude and Personality

Attitude toward topic: *(indifferent, skeptical, other)* Probable objections: *(cost, time, none, other)* Probable attitude toward this writer: *(intimidated, hostile, receptive, other)* Organizational climate: Persons most affected by this document: Temperament: *(cautious, impatient, other)* Probable reaction to document: *(resistance, approval, anger, guilt, other)* Risk of alienating anyone:

Audience Expectations about the Document

Reason document originated: *(audience request, my idea, other)* Acceptable length: *(comprehensive, concise, other)* Material important to this audience: *(interpretations, costs, other)* Most useful arrangement: *(problem-causes-solutions, other)* Tone: *(businesslike, apologetic, enthusiastic, other)* Cultural considerations: *(level of detail or directness, other)* Intended effect on this audience: *(win support, change behavior, other)* Due date:

**FIGURE 3.7 Audience and Use Profile Sheet** For a completed profile in an actual writing situation, see Figure 4.5.