**Defining your Communication Objectives and Profiling your Audience**

**Your Purpose**

1. What are you writing?
2. What outcome do you desire?
3. Who is your reader?

**Creating a Useful Communication (pp. 63-67)**

1. What task will your communication help your reader perform?
2. What information does your reader want? (What questions will your readers ask?)
3. How will your reader search for the information (May use more than one strategy)
   * \_\_\_\_Sequential from beginning to end
   * \_\_\_\_Reading for key points
   * \_\_\_\_Reference reading
   * \_\_\_\_Other (Describe)
4. How will your reader use the information?
   * \_\_\_\_Compare alternatives (What will be the points of comparison?)
   * \_\_\_\_Determine how the information will affect him or her (or the organization)
   * \_\_\_\_Perform a procedure (following instructions)
   * \_\_\_\_Other (Describe)

**Creating a Persuasive Communication (pp.67-68)**

1. What is your reader’s attitude toward your subject? What do you want it to be?
2. What is your reader’s attitude toward you? What do you want it to be?
3. What is your reader’s attitude toward your organization? What do you want it to be?

**Reader’s profile (pp. 68-77)**

1. Job title
2. Familiarity with your topic
3. Familiarity with your specialty
4. Relationship to you
5. Personal characteristics you should take into account
6. Cultural characteristics you should take into account
7. Who else might read your communication?

**Context (pp. 77-78)**

1. What features of the context may affect the way your reader reads your communication?
2. What expectations, regulations, or other factors constrain the way you can write?

**Ethical Treatment of Stakeholders (pp. 78-79)**

1. Who, besides your reader, are stakeholders in your communication?
2. How will they view its impact on them?

**Now What?**

On the next page or in a separate document, write down your plans or considerations for the document in 3 areas: content, design, and writing style.