What is a possible topic (person, place or event)?

Person

What do I already know about my subject?

Why am I interested in exploring this subject?

What questions about the subject would I most like answers to? Who might I be able to talk to about the subject?

What do I know about my audience? What can I say to interest them in my subject?

What might my audience already know about my subject? What questions might they have?

What is my purpose in exploring this subject? What would I like the end result of my research and writing to be? More knowledge? Information that I might use to pursue some goal?