# Writer’s Needs & Goals

* 1. What is the specific purpose of this document? (Perform a task, solve a problem, inform, etc. – be specific.)
  2. What is the intended effect of this document on the reader? (Win support, change behaviour, etc.)

# Audience Identity

* 1. Who is the primary audience? (Name, job title.)
  2. What is their relationship to you? (Client, employer, other.)
  3. What is the primary audience’s temperament? (Cautious, impatient, experimental, task-focused, analytical, supportive, etc.)
  4. Who might be in the secondary audience for this document? (Names and/or roles.)
  5. What is the reader’s probable attitude toward you, the writer? (Intimidated, hostile, receptive, friendly, etc.)

# Audience’s Needs, Goals, and Expectations

* 1. What is the reader’s prior knowledge about this topic? (No knowledge, some knowledge, expert, etc.)
  2. What questions will the primary audience have about the topic and/or the document’s contents? (List probable questions.)
  3. What information is most important to this reader? (Interpretations, costs, conclusions, etc.)
  4. Is the reader expecting this document? Why or why not? (Reader request, my idea, other.)
  5. What is the reader’s probable attitude toward the topic? (Indifferent, skeptical, enthusiastic, curious, etc.)
  6. What are the reader’s probable objections to the document’s message? (Cost, time, staffing, none, etc.)
  7. Who is most affected by this document? (The reader, the writer, other employees, clients, etc.)
  8. What is the reader’s probable reaction to the document? (Resistance, approval, anger, guilt, etc.)

# Document Planning

* 1. What is the best tone? (Businesslike, apologetic, enthusiastic, other.)
  2. Do you need to persuade your reader? If so, what strategies will you use to convince the reader?
  3. When does this document need to be sent to the reader? (Due date.)

**Adapted from:**

Lannon, Gurak, & Klepp. “Figure 2.2 Audience/Purpose Profile Sheet.” *Technical Communication*, 6th Canadian ed., Pearson, 2015, p. 33.

# Effective Writing Process

Once you have analyzed your audience and purpose, begin the writing process:

* 1. Gather and choose content
* What is your core message to your reader?
* What information or data does your reader need to understand the situation? To take action or make decisions?
  1. Organize that content
* How will you organize information to create an appropriate tone?
* How will you organize information to persuade your reader?
  1. Compose the first draft
* Create the message.
* Format it according to the appropriate document type.
  1. Finish the document: revise content & structure, edit phrasing, fix errors, polish format
* Can your document be more specific?
* Is all information relevant?
* Is the document as concise as possible?
* Is the tone appropriate: positive, objective, polite, soft, reader-centred?

**Adapted from:**

Lannon, Gurak, & Klepp. “Figure 3.1 An Efficient Writing Process.” *Technical Communication*, 6th Canadian ed., Pearson, 2015, p. 39.