

Identifying Your Audience

Identifying Your Audience Worksheet

Use this worksheet to figure out the audience for something you're creating. For more information, visit http://bit.ly/audience_worksheet

A. Who can use the information?

Consider subject matter and the format the information is delivered in

B. What do you want them to do with it?

How do you want people to behave after they've ingested this information?

C. Who's most likely to do that?

Who has the time, information and ability to act on your information?

D. How can you reach them?

Do you have the tools and resources to get your work in front of them?

[https://blog.duncangeere.com/
how-to-identify-your-audience/](https://blog.duncangeere.com/how-to-identify-your-audience/)