



Profiling the Audience



Primary Audience

1. Who is the primary reader or listener?
2. What is my personal and professional relationship with that person?
3. What position does the individual hold in the organization?
4. How much does the person know about the subject?
5. What do I know about that person's education, beliefs, culture and attitudes?
6. Should I expect a positive, negative or neutral response to the message?

Secondary Audience

1. Who might read or hear this message in addition to the primary audience?
2. How do they differ from the primary audience?

Audience Benefits

- Emphasize READER/LISTENER benefits

Examples

Sender focus: To enable us to update our shareholder records, we ask that the enclosed card be returned.

Audience Focus: So that you may promptly receive dividend cheques and information related to your shares, please return the enclosed card.

Remember...

- Use a CONVERSATIONAL BUT PROFESSIONAL tone
- Use POSITIVE language.
- Use YOU not WE.