

# UnLockWritersBlock.com

## Tools for Expression

### Audience Definition Worksheet

To have your project succeed, you need to first understand your audience. This worksheet will help you define the readers, listeners and viewers who'll experience your writing.

1. Check the boxes below that best distinguish your particular audience. Write down any observations related to your selections in the *Comments* field.

#### Size

- Individual
- Group
- Neighborhood
- City/Town
- Region
- County
- State
- Nation
- World
- Company
- Organization

Comments:

#### Demographics

- Age
- Ethnicity
- Gender
- Income
- Marital Status

Comments:

## Education

- High School
- Trade School
- Associates
- Industry Training
- Bachelors
- Masters
- Doctorate
- Post Doctorate

Comments:

## Preferred Learning Method

- Audio
- Hands On
- Visual

Comments:

## Occupation

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Comments:

## Work Focus

- Ideas
- Information
- Numbers
- People
- Things

Comments:

## Work Style

- Creative
- Hands On
- Intellectual

Comments:

## Work Environment

- Corporate
- Business
- Entrepreneurial
- Educational
- Medical
- Scientific
- Institutional
- Government
- Municipal
- Transportation

Comments:

## Work Function

- |                                      |                                   |                                   |                                    |
|--------------------------------------|-----------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Account     | <input type="checkbox"/> Create   | <input type="checkbox"/> Instruct | <input type="checkbox"/> Repair    |
| <input type="checkbox"/> Advocate    | <input type="checkbox"/> Design   | <input type="checkbox"/> Labor    | <input type="checkbox"/> Research  |
| <input type="checkbox"/> Analyse     | <input type="checkbox"/> Develop  | <input type="checkbox"/> Lead     | <input type="checkbox"/> Secure    |
| <input type="checkbox"/> Build       | <input type="checkbox"/> Enforce  | <input type="checkbox"/> Maintain | <input type="checkbox"/> Serve     |
| <input type="checkbox"/> Care        | <input type="checkbox"/> Execute  | <input type="checkbox"/> Organize | <input type="checkbox"/> Solve     |
| <input type="checkbox"/> Collate     | <input type="checkbox"/> Expedite | <input type="checkbox"/> Persuade | <input type="checkbox"/> Supervise |
| <input type="checkbox"/> Communicate | <input type="checkbox"/> Heal     | <input type="checkbox"/> Plan     | <input type="checkbox"/> Support   |
| <input type="checkbox"/> Compile     | <input type="checkbox"/> Help     | <input type="checkbox"/> Protect  | <input type="checkbox"/> Teach     |
| <input type="checkbox"/> Counsel     | <input type="checkbox"/> Innovate | <input type="checkbox"/> Quantify | <input type="checkbox"/> Verify    |

Comments:

## Characteristics

- Attitude
- Behavior
- Interests
- Lifestyle
- Personality
- Values

Comments:

**2.** Mark the point on the line between the two extremes that best represents your audience. Again, write down any ideas that come up in the *Comments* box.

Intellectual	_____	Non-intellectual
Creative	_____	Uncreative
Extrovert	_____	Introvert
Spontaneous	_____	Deliberate
Active	_____	Sedentary
Trendsetter	_____	Old Fashioned
Tech Savvy	_____	Technophobe

Comments:

**3.** Answer the following questions as they apply to your audience. Also note any observations or ideas that surface.

- Why are they going to experience my work?
  
  
  
  
  
  
  
  
  
  
- What goal are they looking to achieve by reading it?

- Is there a concern or problem that they're looking for me to address?
- How will my project fit into their lives?
- What does my audience already know about the subject?
- What background information will they need?
- What opinions and biases do they have regarding the subject?
- What level of facts and information will they need to grasp my concept?
- What level of professional or specialized language will connect with them?
- How will they feel intellectually and emotionally before and after reading my project?
- What do I need to include that will move my readers from ambivalence to satisfaction?

4. Develop a one-paragraph audience definition summary from the information you've collected.

For example, you learn that the readers of your water heater installation guide are professional, hands-on, non-intellectual tradesmen. Unlike intellectuals looking for the background facts behind concepts or creatives looking for information that will help them produce new ideas, your audience is looking for straightforward instruction that can be directly applied to complete this hands-on task quickly and effectively. Your statement could read like this:

*“The readers of my hot-water heater installation guide are hands-on professional contractors. They don’t have time to read any theories behind the techniques. They just want to accomplish the task correctly, quickly and completely. Because they’ve experienced so many frustrating nightmares from obtuse and inaccurate guides, they’ll be pleasantly surprised when I give them clear instruction and don’t bog them down with excess detail.”*

Keeping your paragraph nearby while you work can help you maintain your focus.

Paragraph Summary: