**Audience Analysis and Action Worksheet**

***Communicate with Style: A Handbook***

September 2021: Revised February 2023

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| **Audience** | | |
| Writer’s relationship to the audience: | | |
| Audience Demographics (age, education, economic situation, culture, background, etc.): | | How to write for the audience (language, word choice, sentence structure, etc.): |
| What does the Audience know about the situation: | | Audience needs to know (what to include): |
| Audience cares about/wants: | | Probable response from audience (Positive, neutral or Negative): |
| **Strategy, Purpose, Channel** | | |
| Strategy and why:  Positive = Direct  Negative = Indirect |  | |
| Purpose Statement (What you want to accomplish). |  | |
| Channel(s) to use and why. |  | |

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