Exercise: Knowing your reader

When you truly know your reader, every time you write, you’ll touch them in such a way that they will relate and stay interested in what you’re saying and offering.

1. Who is the typical reader of your writing? (Be as specific as possible!)

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2. When are they most likely to read your writing?

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3. Why do they *really* take time out of their day to read your writing?

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4. What problems do they want you to solve?

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5. What do they already know about the subject?

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6. What is their attitude to the subject?

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7. What is their attitude to you/the organisation?

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8. How would they prefer that you speak to them?

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9. Thinking about a typical piece you write, how do you want your reader to feel after reading it?

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