# Create Your Audience Avatar(s)

Use this worksheet to identify the kind(s) of audience you will target with your communication. Then, use that info to help you craft the way you communicate with them.

# Step 1: Identify

a. What kind of communication are you preparing? (e.g., grant proposal, presentation, manuscript)

b. What kinds of audience members might receive this communication?

# Step 2: Build an Avatar

Pick one type of audience member:

Answer the following, being as detailed as you can:

a. Who are they (name, real or made up)?

b. What role are they in?

c. What kinds of things do they know?

d. Why are they interested?

e. What can you teach them?

Repeat for the other kinds of audience members you listed in Step 1.

# Step 3: Introduce Your Avatar(s) to Your Purpose

a. What are you trying to achieve?

b. What do you need to share with them to accomplish your goal?