

# AUDIENCE PROFILE



Always begin developing your audience profile by answering what your audience's needs, attitudes and wants are.

	General	Specific to this communication
Needs		
Attitudes		
Wants		

Then dig deeper to find out more information that can help you influence the success of your message.

	General	Specific to this communication
Best Media		
Language Style		
Work Culture		
Context (for consuming message)		
Experience / Education		
Existing subject matter knowledge		

You can never know too much about your audience. If you have time, supplement your audience profile by developing an avatar (particularly for marketing messages) or persona (particularly for user experience communication).