

Audience Description Tool

Use the following questions as a guide for writing your Audience Summary:

1. Based on your analysis, who is your target audience?
2. Describe the audience in detail. (Who/What/Experience/Attitude/Knowledge)
3. What do you already have in place that will meet the needs of your target audience? (Strengths)
4. What gaps did you identify in appealing to this audience? (Weaknesses)
5. Did you discover any new ways to appeal to the target audience that you had not thought of before? (Opportunities)
6. What challenges might you need to overcome to appeal to this audience? (Threats)

Project Name:

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Project Description:

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Audience Summary:

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Create a slide welcoming your audience. Set expectations, and explain who the content is for.