



Audience Analysis Worksheet

ADDITIONAL NOTES

Why should you analyze your audience?

We all suffer from from what can be called the "Curse of Knowledge." It's when we have known something for so long, we can't imagine what it's like not to know it. It causes us to leave out critical information that creates a barrier to our audience's understanding of our message. You can defeat the "Curse of Knowledge" by answering the following questions about your audience. Use your answers to shape your message for them.

Who are they?

What are their blind spots?

What do I want them to learn?

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