

Before You Write: Get to Know Your Audience and Identify Your Main Message

This tip sheet summarizes what you learned in Module 1 of the Clear Communication Online Training Series. Refer back to it when you're writing.

Ask yourself key questions before you start outlining.

- » Who am I trying to reach?
- » What am I trying to tell them?

Remember to use language that your audience will understand.

Follow these tips while you outline.

- » Target your audience as specifically as possible.
- » If you need to reach more than one target audience, design different versions of the material for each audience's specific needs.
- » Organize your information in a way that is easy to process.
- » Ask yourself, "Does my reader need to know this?"

Plan for the writing process.

- » Aim to capture your reader's attention quickly.
- » Give suggestions that your reader can act on.
- » Use clear writing principles.
- » Use words and images to help your reader absorb information.

When you're finished writing, always ask yourself:
Does my work have a clear target audience and a clear purpose?

