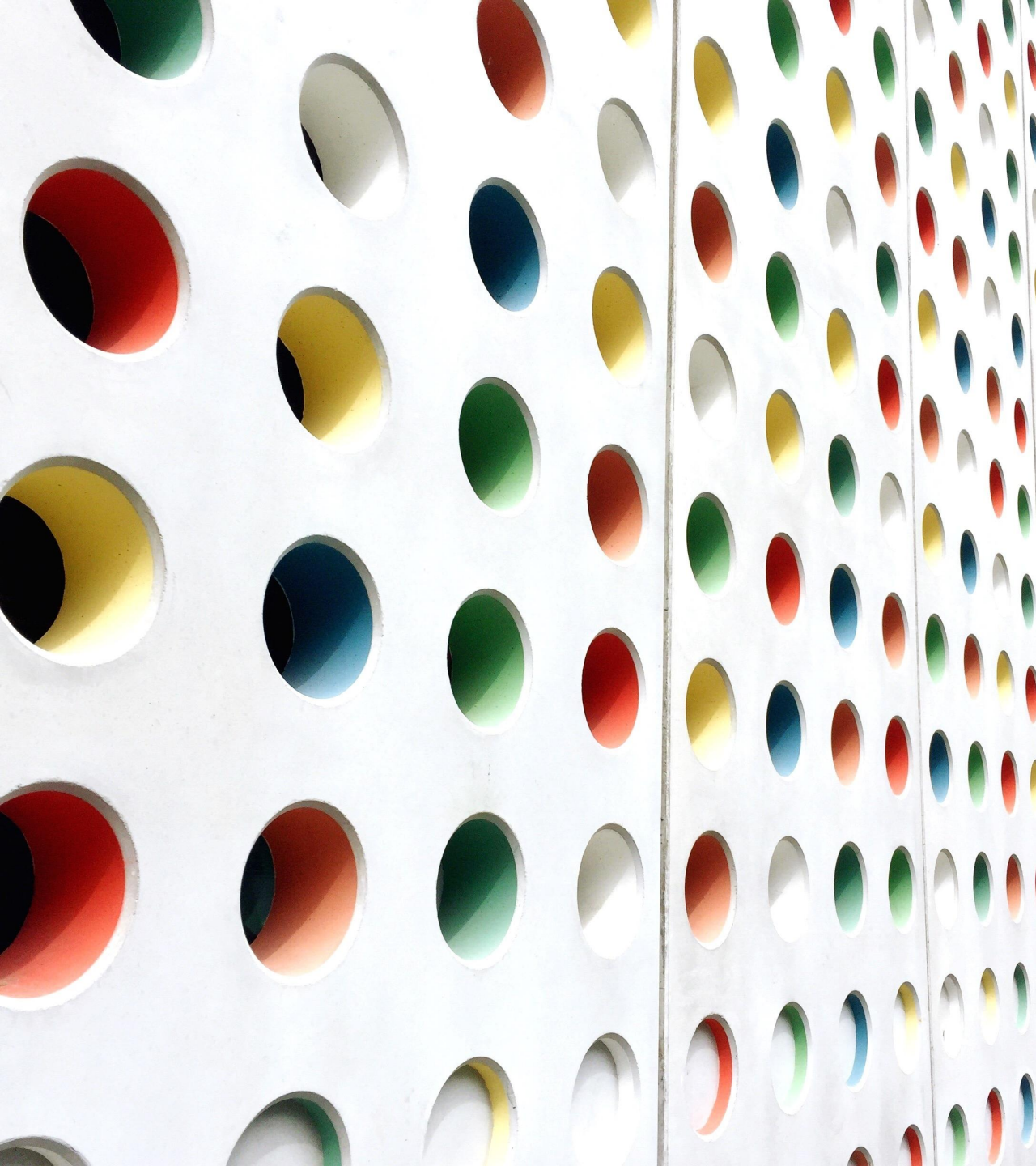




The Formula for Identifying Your Audience

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Why identify the audience?



- Primacy of identity as driver for content
- Life experience as an auditory filter
- Identity is key to message persuasiveness

How to identify the audience



- Speak with event organizers
- Ask for a guest list
- Request a membership list

How audience identity should shape your writing



- **Demographics**

- Ethos, logos, pathos
- Metaphors
- Frames

- **Feelings toward the speaker**

- Reputation enhancement or maintenance?

- **Knowledge of the subject matter**

- Technical or plain language?
- Background information needed?

- **Agency/Power to effect change**

- Call to action?