

# Audience brainstorm



## **au-di-ence** ('ôdēəns) *noun*

- 1) *the people giving or likely to give attention to something* (Oxford Dictionary)
- 2) *the specific person or group who can influence your decision maker and help you reach your SMART goal* (Spitfire Strategies SmartChart 4.0)

### **List what you know about your audience's personal identity:**

- Socio-economic status
- Education level
- Race/ethnicity
- Disability status
- Health status
- Gender identity
- Political leanings
- Religion
- Geography
- Values and priorities
- Fears

### **List what you know about your audience's professional identity:**

- Subject matter expertise:
- Part of \_\_\_ community
- Standards, and aspirations
- Success for them is defined as \_\_\_\_\_
- Daily challenges and rewards
- Trending issues in their field
- Values and priorities
- Fears
- What, if anything, this audience already believes about your issue
- Why your goal should matter to them
- How they perceive/value adolescents
- What barriers lie between your audience and them doing what you want them to do?
- Where do your interests potentially overlap?

### **Choose one: how ready is your audience to hear a message on this issue from your organization?**

\_\_\_ They need basic information on the issue to increase their awareness.

\_\_\_ They have some knowledge but need motivation in order to take action.

\_\_\_ They're savvy activists already and deserve acknowledgement for the actions they've already taken.

### **Next steps: frame and draft your message for your specific audience.**