## Audience/Purpose Profile

### Audience Identity and Needs
- **Primary reader(s):** (name, title)
- **Secondary reader(s):**
- **Relationship:** (client, employer, other)
- **Intended use of document:** (perform a task, solve a problem, other)

### Reader’s prior knowledge about this topic:
- (knows nothing, knows a few details, other)

### Additional information needed:
- (background, bare facts only, other)

### Reader’s probable questions:

### Audience’s Probable Attitude and Personality
- **Probable attitude toward topic:** (indifferent, skeptical, other)

### Probable objections:
- (cost, time, other, none)

### Probable attitude toward reader:
- (intimidated, hostile, receptive, other)

### Persons most affected by this document:

### Temperament:
- (cautious, impatient, enthusiastic, aggressive, other)

### Probable reaction to this document:
- (resistance, approval, anger, guilt, other)

### Risk of alienating anyone:

### Audience’s Expectations about this Document
- **Reason document originated:** (audience request, my idea, routine report, other)

### Acceptable length:
- (comprehensive, concise, other)

### Material important to this audience:
- (basic facts, interpretations, costs, conclusions, recommendations, other)

### Most useful arrangement:
- (problem-causes-solutions, recommendations + rationale, question-answer, chronological narrative, 4-part “Action Structure,” other)

### Tone:
- (businesslike, apologetic, enthusiastic, other)

### Intended effect on this audience:
- (win support, change behaviour, promote understanding, other)

### Due date: