



Audience Checklist

Task: Pause periodically throughout your argument-building process work through the following checklist to ensure your argument is meeting the needs and expectations of your target audience.

If you check “no”, go back and revise for that specific element!

If you have more than one target audience, use a different checklist (or different colors on the same checklist!) to monitor for each!

Name Target Audience: _____

Consider:

Yes	No	
		Will my audience have enough contextual information to understand the argument I am making?
		Do I need to define any terms to make my argument clear to my audience?
		Do I need to include any additional background information for my audience?
		Does your argument target what is most important to your audience?
		Is there anything my audience already knows that I should remove?
		Will my audience be able to understand my claim?
		Will my audience think my claim is interesting and important?
		Will my evidence resonate with my audience?
		Have I considered any counterclaims that this audience might raise? And have I addressed them?



		Have I used a tone or level of formality that this audience will find credible?
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