



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.

Name Target Audience: _____

Consider:

- ☐ 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?
- ☐ What evidence would your audience find persuasive?
- ☐ What in your argument might surprise your audience?
- ☐ What counterarguments or objections would this audience raise, and have I addressed them?
- ☐ What tone or level of formality will this audience find credible rather than off-putting? What am I asking this audience to actually do or conclude, and is that a reasonable ask given where they currently stand?