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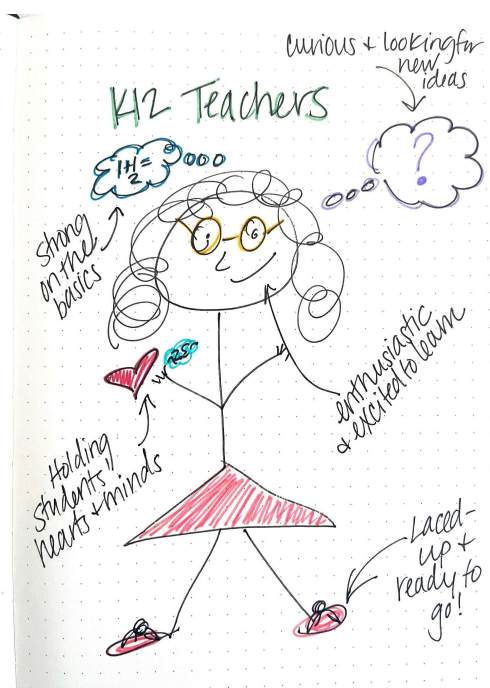
## Build an Audience

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**Task:** Imagine the ideal audience who will encounter your argument – the audience (an individual or a group) for whom you are making this argument. Then, reflect on how understanding this audience better will impact your argument.

**Instructions:**

1. **Take a look at our WAGOLL** (What a Good One Looks Like) **to understand what you are creating.**



2. **Imagine your audience.** It might be one person. It might be a couple people. It might be a group of people. But be as specific as you can.



3. **Then, draw them.** This isn't an art competition, a sketch or stick figures are fine!
4. **Annotate your drawing.** Think broadly and symbolically. What is your audience like? What do they care about? What do they already know? Label their sketch to reflect these things.
5. **Reflect.** What does this tell you about your job and your priorities as you build your argument? What will you want to include as evidence based on this audience? What will you want to leave out based on this audience? What do you want to be sure to share or explain to this audience? What are the implications for your work?