

Persuasive Letter Audience Analysis

1. State the purpose of your letter. Be sure to identify the specific issue, the position are you taking on the issue, and the related action or specific position you want the audience to take on the issue.
2. Describe what you know about readers' age, gender, location, education, professional position, and so forth.
3. Identify the current point of view of the readers on the issue.
4. List personal information about the audience that might influence their position or feelings on the issue.
5. Brainstorm the audience's needs regarding this issue: what does the audience want to know and why?
6. List the details and information that will be necessary to persuade the audience to think or act in a specific way on the topic.