

AUDIENCE

- Consider technical knowledge
 - High tech - experts in your field
 - Low tech - other co-workers, management
 - General - customers and clients
 - Mixed - be matter of fact/business-like
- Relationship to you and company
 - Inside
 - Subordinates, co-workers, bosses
 - Outside
 - Clients and customers
 - Colleagues at other companies
- Other considerations
 - Multicultural audiences
 - Avoid jargon, idioms, figurative language
 - Avoid humor, puns
 - Be aware of cultural biases
 - Avoid sexist language
 - Your purpose and goals
 - Consider audience's attitude
 - Consider audience's personality
 - Get audience involved
 - Be personal but not too personal
 - Personal pronouns
 - Names
 - Contractions
 - Give audience what it wants and needs
 - Explain benefits
 - Use positive words
 - Consider audience's ability to act
 - Others who might read your correspondence