



Fundamentals of Effective Communication

Week 1: Know Your Audience

Homework

Today we talked about why *knowing your audience* is the first step to effective communication. If you missed the live training, please go to the Yacht Club Portal and catch the replay, as the homework will make MUCH more sense if you hear the full discussion.

For this exercise, think of ONE audience you want to talk to and a specific topic you'd address to them. (It can be any topic, but having a specific topic in mind will really help you work through the questions.)

1. Who is your audience? If your audience is a group, create an *avatar* or single person who represents your audience as a whole.

2. What does your audience already know about your topic? Is this brand new to them? Have you discussed this before? What do they understand (NOT what did you tell them already, but what did they *understand*)?



3. Does your audience have an opinion about your topic? Is it favorable or unfavorable to your point of view?

4. What else does your audience have going on right now that will compete for their attention with your message? (Think about what else is their job, in their life, public events/recent news, etc.)
