**Consider your audience—researched argument**

Fill out the following form to hone in on who your audience is and how you can best reach them.

**Overview questions**:

1. Briefly, what is your controversy?
2. What is your thesis?
3. Identify your audience, briefly.
4. Identify the forum you plan to use to get your argument to this audience. Why is this a good one? Be specific!
5. To what degree does your audience agree or disagree with you? (from completely disagree to neutral to mostly agree)
6. What is your audience’s stake in this issue? How does it affect them, or why should they care about it?

**Audience’s Knowledge/Attitudes/Values**:

1. What does your audience already **know** (or think they know) about your topic?
2. What **information are they lacking**, or what do they misunderstand that keeps them from agreeing with you?
3. What **sources of information** are they most likely to be persuaded by? Why?
4. What are some **relevant beliefs** (religious, political, scientific, or whatever) that affect their stance on this issue?
5. **What values do they hold** that affect their stance on this issue?
6. How will you **appeal to common values** to help change their mind or move them from agreement to action?
7. **Your ethos**: What is this audience’s attitude toward you likely to be? Why? How will you present yourself as qualified to discuss this issue?