

Write for a Specific Audience

1. Brainstorm a topic.

Choose one of the topics below or select another you feel strongly about or think you'll have fun with. When you brainstorm your ideas, write them down as quickly as possible. Do not critique or analyze them at this point. Be they silly or serious, simply write them down. No need to use complete sentences.

Use this paper, another of your choosing, or sticky notes (one sticky note = one idea). YOU WILL NOT BE WRITING THIS ESSAY. THIS IS JUST FOR FUN AND ENLIGHTENMENT.

Possible persuasion topics to brainstorm:

- Should teens have credit cards? (Choose a side—"yes" or "no.")
- Why shouldn't kids drink sugary sodas and drinks?
- Why shouldn't teachers give homework?
- Why shouldn't kids watch horror movies?
- Why everyone should read _____ or Why everyone should watch _____

Brainstorm my ideas

2. Select Your Audience

Is your audience a friend, a co-worker, a teacher, a legislator, a parent, a child, a babysitter, and so on? Who are you writing to convince, inform, or enlighten?

Write your audience here:



My audience

3. Choose your three or four most powerful points for your selected audience.

For instance, if you are writing to convince legislators why little kids should not drink sugary drinks, your points will be very different from points you would use to persuade a parent or a babysitter to nix the sugary drinks.

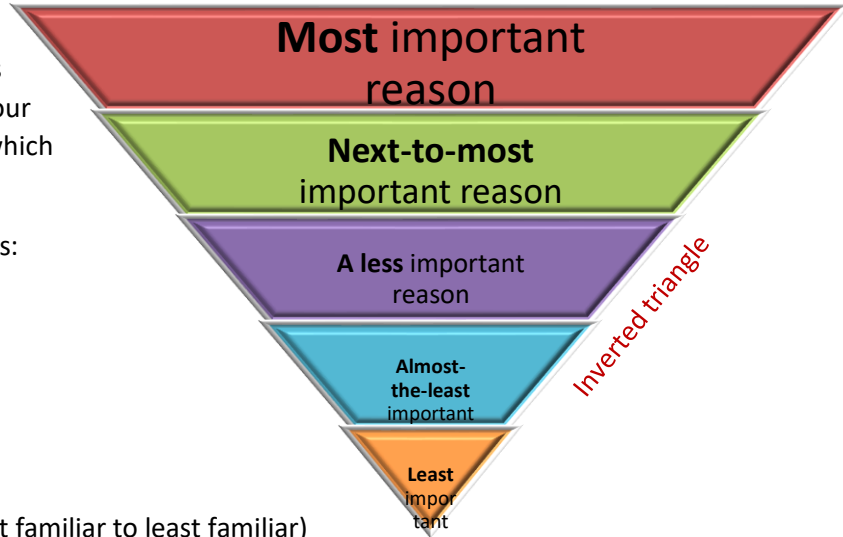
Write your powerful points for your audience here (or move your corresponding sticky notes here):

My points

4: Select Your Order

Arrange your three or four most powerful points into an effective order, one aimed at reaching your selected audience. Here are a few orders from which to choose:

- Orders of importance or emphatic orders:
 - * inverted triangle
 - * least to most important
 - * psychological order
- Chronological order (time)
- Spatial order (location)
- Effect-size order
- Most common to least common (or most familiar to least familiar)



You can learn more about these orders by going to this link:

<https://writingwithsharonwatson.com/intro-to-writing-part-5-point-orders/>

Write the name of your selected order here:

Write out your three or four points in your new order here (or arrange your sticky notes here):

1.

2.

3.

4.

The best order for my audience

5. What have you discovered?

What have you discovered about any of what you just did:

1. Brainstorming
2. Choosing a particular audience
3. Selecting specific points for them
4. Arranging them into an effective order

Jot your thoughts here: