**Audience and Use Profile Sheet**

Primary audience:

Secondary audience:

Relationship with audience:

Purpose of document:

Audience's prior knowledge about this topic:

Information needs:

Cultural considerations:

Probable questions:

**Audience's Probable Attitude and Personality**

Attitude toward the problem:

How solving the problem benefits the audience:

Probable objections:

Probable attitude toward this writer:

Organizational climate:

Probable reaction to the document:

**Audience Expectations about the Document**

Material important to this audience:

Potential problems:

Length and detail:

Format and medium:

Tone:

Due date and timing: