

Directions

- 1. Identify all the major audiences
- 2. Pinpoint potential responses (positive and negative) of each audience
- 3. Design your strategic response (Avoidance, Equivocation, Disclosure; see Table 19.1)

Audience Analysis		
Audience	Potential Audience Responses positive & negative	Your strategy

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PMQ Chart			
Plusses	Minuses		
Questions			
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