Reader profile questionnaire

1 Think about a document that you'll be writing in the near future. What is its subject?

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2 Who will read the document?

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3 How much do they know about the subject?

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4 What is their likely attitude towards the subject?

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5 What are the particular issues, if any, that concern them?

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6 What do they want from the document?

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7 How important is the subject to them?

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8 How interested are they?

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Key messages

What are your key messages?
Sum up the main messages of your document (no more than three), using a maximum of 30 words for each.

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