

Modest Coverage of the Bare Communication Essentials – Reader Awareness

Why Analyze Readers?

So your message will

- 1) Be read
- 2) Promote goodwill
- 3) Encourage readers to take action



Remember,
Readers
Rule!

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Your readers are the most important people because they determine whether or not your message achieves its purpose. **Analyze your readers before you write any message.**

Why?

Messages need to

- Be interesting and relevant to readers' needs.
- Show respect, courtesy, tact, positive language, and sensitivity.
- Demonstrate how readers will benefit.

How?

Consider the group or individual's observable characteristics:

- Psychographics: interests, beliefs, values, attitudes, knowledge level
- Demographics: age, education level, cultural/ethnic background
- Anticipated Reaction: neutral, positive, or negative response
- Expectations/Preferences: content, format, formality, correctness
- Reader Benefits: their needs and how they will benefit

According to the reader analysis, adapt the style, tone, organization, and content of your message and select the appropriate channel of communication.

Example

One message adapted for three different audiences: 1) applicant, 2) VP of Human Resources, and 3) colleague/friend familiar with the situation.

- 1) Thanks for your interest in our opening for a staff accountant. To expedite your application process, please go to www.company.com, click on the Careers tab, and upload your résumé.
- 2) To reduce the time you spend reviewing candidates' materials, our website needs a clearer message to applicants that they need to submit their résumés under the Careers tab. Would you like me to work with IT to make this change to our website?
- 3) Yikes, Mark. I've been sending out emails to prospective employees all morning. I'm worn out. Don't understand why they aren't reading the directions. VP wants us to work together to change the wording. Up for a coffee break this a.m. to discuss how I can help?