Seven Questions to Know Your Audience

1. **Who will be in the room?**
   How many? What are they expecting?

2. **What is it like to be them?**
   What are they experiencing? How are they feeling?

3. **What’s in it for them?**
   Why should they care? Why does your topic matter?

4. **What do you want them to know?**
   What should they remember? What are your three key messages?

5. **How do you want them to engage?**
   How might they participate? How can you create a conversation?

6. **How might they resist?**
   How will they react? How will you keep their attention?

7. **How will you exceed their expectations?**
   What methods will reach them? How will you make it memorable?

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**TIPS**

**TIP 1**
Create an outline for your talk

**TIP 2**
Grab their attention (tell a story, ask a question, introduce a problem, etc.)

**TIP 3**
Choose three key messages

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