

**Become an Eloquent Leader**

Tailor it To Your Audience

**2nd Stage: What to Say**

This is your audience research template. Use it to understand your audience to be able to connect with them and building an attractive speech to them.

# Your Audience

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| --- |
| *Describe your audience here..* |

# Research

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| --- | --- |
| **Research Item** | **Description** |
| Age | *Insert the age range of your audience* |
| Gender | *Are they all of one gender or mixed?* |
| Geographic Location | *Where are they located?* |
| Profession | *What are their professions? Are they all of the same profession or mixed?* |
| Religious Views | *Are they believers? Are they all of one religion or mixed? What are their main views on religion?* |
| Interests | *What are they interested in (how do they spend their free time)?* |
| Desires | *What do they desire to get, be, or/and create?* |
| Needs | *What are their main needs* |
| Struggles | *What are the main struggles they are facing currently?* |
| Goals | *What do they aspire to achieve?* |
| Current Trends | *What are the main local/global trends that are affecting them now adays?* |
| Current Circumstances | *What are the main circumstances that are impacting their lives? (think economic, political, health..,etc.)* |
| Style of Communication | *Are they formal or casual? Prefer online or in-person? Simple or sophisticated?* |