Audience

1. **Identification and engagement if audience**
   - Who am I writing for?
   - How can I grab their attention?

2. **Selection of appropriate tone**
   - What mood do I want to convey?
   - How do I want the reader to feel as they read?

3. **Selection of appropriate diction/word choice**
   - Which words will engage the reader?
   - Which words are most appropriate to help tell the story?