

## **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?