Who is Your John Q. Public?

“Nobody cares how much you know, until they know how much you care.”
--Theodore Roosevelt

Who does your message need to reach?

What is the demographic makeup of your audience?

What besides your issue concerns them?

What challenges do they face? Are you a part of the solution?

Why should they care about your message?

How does your work benefit the people you are trying to reach?

What do you want your audience to do to support your work?