**MY SCIE3001 TOOL KIT *Builder***

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| **Who is my audience?**  Who do I want my message to reach?  Is there a specific group/person in the audience whose attention I want? | Who can help me?  What resources do I need?  Where will I find this information? |
| **Why do I want to communicate to this audience?**  What is my purpose for communicating with them?  What do I want to achieve from the communication? | Who can help me?  What resources do I need?  Where will I find this information? |
| **What are the priorities and interests of my audience?**  What do they want?  What is their perspective?  What do they already know or believe? | Who can help me?  What resources do I need?  Where will I find this information? |
| **Why might they want to listen to me?**  What is the benefit to them from listening to me? | Who can help me?  What resources do I need?  Where will I find this information? |
| **What is my message to this audience?**  Is there more than one message? If so, what are they? | Who can help me?  What resources do I need?  Where will I find this information? |
| **How will my message reach this audience?**  What is the most effective way to communicate to this audience?  What is the best approach to use? | Who can help me?  What resources do I need?  Where will I find this information? |