

grace@boldtype.us  
casey@boldtype.us  
www.boldtype.us



# All About Your Audience

Use the ART (Audience, Result, Tone) tool to make written communication more effective

Your writing works better when you know exactly who your reader is. Whether you hope your reader will like a post, buy a product, or answer your email about next week's meeting, audience awareness is the key to making sure the things you write lead to the outcomes you need.

In this hands-on workshop, you'll learn the audience awareness tool we've taught to everyone from students to corporate communicators to business owners. You'll practice defining the job of anything you write using the ART framework: the Audience you're trying to reach, the Result you need from them, and the Tone that will move them to that response.

**This is the foundation of all of our methods. A great first step in a training series.**

## YOU WILL LEARN

- The ART (Audience, Result, Tone) tool for audience awareness
- To get realistic about how much your audience knows and cares about your topic
- To define a specific outcome for everything you write so that you can draft and edit more effectively



**60 MINUTES**

Delivered virtually  
Great for large groups

“A wonderful professional development experience for our entire faculty & staff. We now all have a better understanding of how to capture our readers' attention and be sure that the most important pieces stand out to get our messages across. Casey took the time to customize our session to ensure we covered the nuances and details that make our multicultural and bilingual school such a unique environment.”

—Elizabeth Ryan, Director of Communications & Marketing, French-American School of New York

Bold Type