



TOGETHER, LET'S MAKE
SOMETHING POLISHED

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Writing for Any Platform A Process for Critical Analysis

Audience: who is your target customer?

- What do they **need**?
- What do they **want**?
- What do they **value**?
- What do they already know?
- What hurdles do they have?
- What role are you asking for?
- How do you fit in?

Revise and Refine



Space: Where and how are you interacting?

Genre and content: What is the standard—

- Length?
- Subject?
- Tone?
- Medium?
- Mode?
- Level of interaction with readers?

Is this a Match?

Does your content look right in this space?

Are you getting the interactions you want?

What can you adjust?