

Three simple words:

**Know your audience.**

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How old are they? Where do they live? Male or female? What interests them? What worries them? Etc.

## Write down the facts

- Straight info such as name, date, place, cost
- Opinion: Why are you doing it? Why would it interest others?



Write down all the facts of your communication. For example, if you're holding an event, write down facts anything that would entice someone to come and would help them make the arrangements to come, such as:

Name of an event

Date and time

Location

Ticket prices and where proceeds go to

Why you're doing it

What's interesting about it

Is it different? Is it unique (which is more than just different; it means the only one of its kind)?

Is it better than similar offerings elsewhere? Is it cheaper?

Are you aiming to make those who come feel happy or smart or good about themselves or holy or uplifted or guilty?

## Target Audience

- This is the most important thing to do.
- Who is your event likely to attract?
- If there's more than target, list them in priority.



Write down your target group.

This is the most important thing to do.

You may want to write down “everyone”, but this is highly unlikely to be true. Be honest about who your event is likely to attract.

If there's more than target, list them in priority.

## Sifting



Sift through the facts you wrote down earlier to find those that:

- Your target group needs to know
- Your target group wants to know.

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## Where are they?

- Newspaper readers?
- Radio listeners?
- Do they hang out some place or pass by a place where there are posters?
- Website for them?
- Facebook page for them?
- Club or association?



Where is your target audience most likely to find out about an event?

Are they newspaper readers?

Are they radio listeners?

Do they hang out some place or pass by a place where there are posters?

Is there a website that caters to them?

Is there a Facebook page where they're in contact with peers?

Do they have a club or association? Does it have a newsletter – online or print?

## Message Suits the Medium



- If it's radio, catch the ear.
- If it's print or poster, pictures and strong fonts
- If it's Facebook, write like a conversation.
- If it's Twitter, short and punchy.

Now craft the most interesting facts to suit the medium/media you have chosen. If it's radio, write something that will catch the ear's attention. If it's an advertisement in print, use a great picture and strong fonts. This includes posters. And make sure they look as attractive in black and white as they do in colour. If it's Facebook, write like a conversation, not a formal announcement. If it's Twitter, it has to be 140 characters – short and sweet.

## No perfect way

There's no hypodermic needle that you can use to just "insert" information into people.

Ultimately, they see what they want when they want.



Don't beat yourself up if you don't get the response you expected. Regroup and think about what you might have done differently.