

**20 QUESTIONS TO ASK ABOUT YOUR LISTENERS BEFORE YOU SAY A WORD**

1. What is my primary objective for this presentation? (Inform, evoke emotions, persuade, get feedback, etc.)
2. Who is my primary audience for this presentation? Is there a secondary (or hidden) audience?
3. What do I know about them personally and professionally (age, gender, cultural background, education, job responsibility and status, civic and religious affiliation, knowledge of subject, etc.)?
4. What is the current state of their business? How does that impact my approach?
5. What is the current state of their personal life? How does that impact my approach?
6. What is their attitude about me personally?
7. About my subject?
8. About being there to listen to my presentation?
9. What does my audience want to know about my subject? How will this knowledge help me? Help them?

10. What do I need my audience to know? How will this knowledge help me? Help them?
11. What is the consistent concern that I usually hear from this audience?
12. What specific information addresses this concern?
13. What are their hot-buttons or sensitivities (topics to avoid)?
14. What do I know about my secondary (or hidden) audience?
15. How do they impact this presentation?
16. What is the consistent concern of my hidden audience?
17. What specific information addresses this concern?
18. Who is the decision maker?
19. Who is the gate-keeper?
20. Which of the above answers has the single biggest impact on my presentation? What will I do with that information?