

Sample Reader Analysis for Proposal Writing

Subject: _____

Overall Purpose: _____

Readers' Profile

- Who are the primary readers? _____
- Who else might read my proposal? _____
- How will the readers' professional responsibilities influence what they will look for in my proposal?

- How well do the readers understand technical and specialized terms I might use? _____

- Do the readers have any communication preferences I need to consider? _____

Readers' Informational Needs

- What will the readers' main questions be? _____

Readers' Attitudes

- What attitudes regarding this proposed project do readers have at present? _____

- What attitudes do I want them to have? _____

- What are the readers' attitudes toward me at present? _____

- What do I want them to be? _____

- What might the readers' initial responses to this proposal be? _____

- How might I deal ahead of time with any negative responses they might have ? _____
