

Audience map. (T-leaf)

Me. The person I care about. The most important word in the English language. The reason Facebook is worth billions of dollars.

Think about the story you want to tell, and the audience for it. How do you want them to feel? How do they feel? What do you want them to know and do?

	I want...	they want...
Tone	How do I want them to feel?	How do they feel?
Edit	What do I want them to know?	What do they want to know?
Action	What do I want them to do?	What might they be able to do?

