**Audience:** Knowing your audience is an important trait in writing. It will affect your tone, word choice and ideas.

For example: If I was writing a persuasive piece about why New Brunswick was a great place to live, my ideas would be different depending on who I was talking to. If I’m talking to an adult, I might mention the forests, beaches and great places to eat. If my audience was children, I might focus on fun experiences (maple sugar farms, winter carnivals), summer and winter sports, and parks. My vocabulary would be different as well. My tone talking to children would be much more playful and excited.

1. Think about your topic and ideas. To whom are you writing? Is it a teacher? Politician? Friend? Parent? Stranger? Etc…

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1. Think about your tone. Will you have a serious tone? Will your tone be light-hearted? Will it be playful? Will it be persuasive? What words will describe how your writing sounds?

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1. How do I want my readers to be changed from my writing?

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