



ADAPTING TO YOUR AUDIENCE

1. Types of Audience

- Friendly:** They basically agree with your position.
Neutral: They either don't know or don't care.
Hostile: They actively disagree with your position.

2. Strategies for adapting to your audience

To a friendly audience:

1. Clearly state your objective at the beginning.
2. Establish similarity with your audience.
3. Use emotional appeals.
4. Encourage specific / immediate action.



To a neutral (apathetic) audience:

1. Make sure you have their attention
2. Relate the topic to the audience
3. Refer to common ground
4. Be prepared for no immediate response

To a hostile audience:

1. Don't tell them your intention at the beginning—wait for the end
2. Don't ask for dramatic changes
3. Stress areas of agreement
4. Acknowledge the hostile point of view
5. Present both sides of the issue
6. Establish credibility

