Who have you chosen as your primary audience? What are the demographics?

Who is your secondary audience? What are the demographics?

How much do you think your primary audience cares about the topic now? Do they think about it at all?

How do you believe the topic really affects your primary audience?

What do you think your audience really expects from you as author?

How much and what do you think your audience already knows about the topic?

How do you think your audience feels toward the topic based on their current knowledge?

What is the mode and genre of your communication with your audiences?

Why is that mode and genre appropriate?