

# DID I MEET THE READER'S NEEDS?

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What's the situation about?  
Will the reader know enough about the "who, what, why, when, where, and how" to understand the document's main messages?

Who is the reader?  
Is the level of detail, tone, and language aimed at the reader you had in mind?

Why does the reader need the document?  
Can the reader evaluate, decide, or take action based on the document?

CONTEXT

AUDIENCE

PURPOSE

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CONTEXT

**WHO**  
evicted tenant

**WHAT**  
locked out by the landlord

**WHY**  
for not paying rent on time

**WHEN**  
in the middle of a cold winter

**WHERE**  
in a city with a housing shortage

**HOW**  
by the landlord changing the locks

AUDIENCE

**CLIENT**  
eliminate jargon and legalese

**LAWYER**  
cite case authority from both sides

**COURT**  
use persuasive techniques and style

PURPOSE

**EVALUATE**  
recommend mediation instead of litigation

**DECIDE**  
start an action

**TAKE ACTION**  
prepare a motion, write a letter, start a court case