

# IDENTIFY YOUR READERS

## ***EDUCATIONAL LEVEL:***

uneducated, moderately educated, highly educated, all levels

## ***SOCIAL GROUP:***

singles, family oriented people, retired, not entertainers, moderate entertainers, heavy entertainers, employees, employers, unemployed, organization members

## ***INCOME GROUP:***

dependent, low income, average income, affluent, wealthy, self-employed, retired

## ***PROFESSIONAL GROUP:***

accountants, actors, artists, assemblers, athletes, attorneys, bankers, beauticians, business people, clerks, construction workers, consultants, cooks, dancers, designers, doctors, drivers, engineers, guides, farmers, lawyers, maids, mechanics, ministers, musicians, nurses, pilots, photographers, policemen, programmers, ranchers, sales people, scientists, secretaries, service people, sportsmen, teachers, technicians, truckers, waitresses, writers

## ***PHILOSOPHICAL GROUP:***

Specify in detail if you can. personal philosophy, sufficient good works, religious, scientific, new-age psychic, atheist, cult, etc.

## ***AGE GROUP:***

## ***PEER GROUP:***

family, classmates, friends, gang, profession, age, anything not covered above.

The physical form of your testimony could be a letter, a magazine article, church bulletin, article, tract, brochure, booklet, or book. For most general uses, and for ease in copying, the letter-size or three-panel 8-1/2 X 11 is the easiest to distribute. The tract size, three panels (about 6 X 9 inches) can be more easily inserted into church bulletins and will fit into pockets. Form will be covered in the chapter, ART & FORMAT.

Also consider how your testimony will appeal to people who have strong ethnic backgrounds. The best advice is to make it understandable to all, and be yourself. If you have an ethnic legacy, you may have a great advantage in your ability to appeal to your own ethnic group.