

2.3A OPTIONAL

Fill-in-the-Blank Worksheet

What do does your specific audience aspire to? Fill in the blanks to start identifying their desires, aspirations, and a motivating tone.

I live in _____ . I am part of the _____ community.
(City/Town, State) (identify your community)

In my community, people aspire to _____, _____, and _____.

If I had to pick one thing that people might desire to achieve the most, it would be _____.
(one of the aspirations listed)

If I could have one magic wish, I would wish that _____ could have _____.
(person)

My parents always told me to aspire to _____. I teach/would teach my children to _____.

If _____ needed help, I would drop everything to help them.
(person)

I respect _____'s opinion on almost anything.
(person)

NOW, fill out this sentence.

My audience _____ aspires to _____, and therefore, the resonating tone is _____.

Example

Audience: youth → Aspiration: make more money → tone: empowering

Audience: mothers → Aspiration: care for children → tone: nurturing

Audience: breadwinners → Aspiration: provide for their family → tone: empowering