



## HOOK YOUR AUDIENCE

### SITUATE YOUR WORK IN CONTEXT

#### RATIONALE (LOGOS)

What are your core claims and evidence?

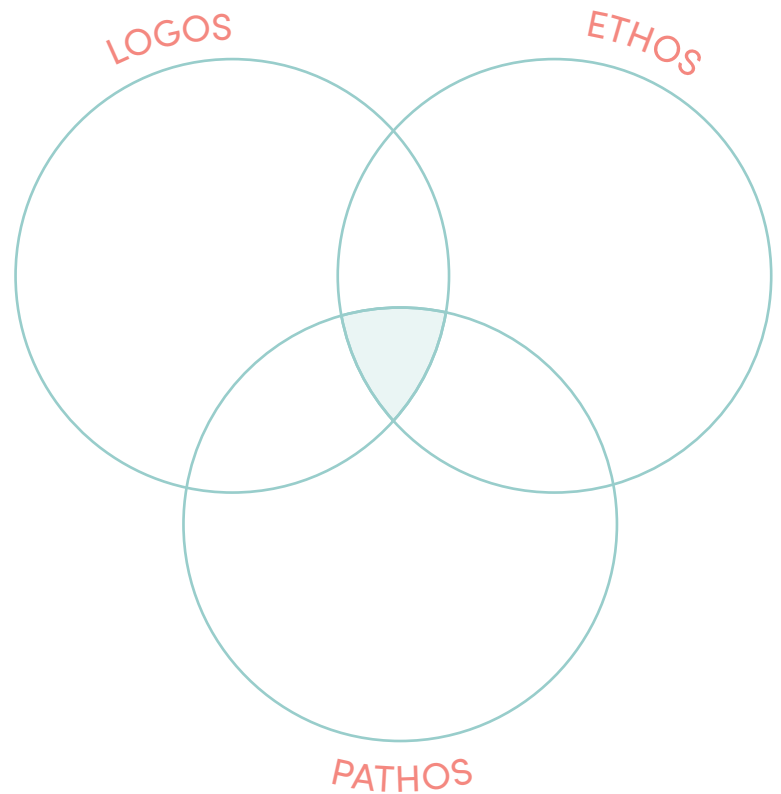
#### CREDIBILITY (ETHOS)

Why are you the best person to make this argument?

#### AUDIENCE (PATHOS)

How will you connect with your target audience?

Jot down your answers on the venn diagram.



### ARTICULATE YOUR OBJECTIVE

#### Draft your objective in a single sentence

Write a sentence that captures what you want your audience to learn, change, or do as a result of your writing.

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## NEXT STEPS

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1. Seek out examples in your genre that resonate with you.
2. Sketch out their logos, ethos, and pathos.
3. Analyze the elements that makes them work.
4. Draft with those formulas.