

# Audience Questions Preparation Worksheet

The purpose of this worksheet is to help you to think in advance of the questions that you could usefully ask your “target” to find out more information about them.

Consider the questions that you could ask to find out about:

- their business
- their role
- what they do
- their clients/customers
- their successes
- their challenges
- them as a person (e.g. their interests outside of work)
- who would be good contacts for them
- what they know about you
- what they need to know about you
- how you might be able to help them
- how they might be able to help you
- (and any others that you can think of)

Put the name of the “target” here:

And list below the questions that you would like to ask them: