

# Writing for Everyone: Exercises

Name: \_\_\_\_\_

## Exercise #1 – Reflecting on Our Audience

When you write, who do you think about? What type of audience are you writing for?

## Exercise #2 – Using Personas to Better Understand Our Purpose

Who *specifically* do we write for? Who are our readers? Personas help us reflect on our audience and purpose.

Reader A — Name:		
<b>Background</b> Describe your reader. Who are they?	<b>Goals</b> What do they want to accomplish?	<b>Frustrations/Challenges</b> What challenges do they have?

Reader B — Name:		
<b>Background</b> Describe your reader. Who are they?	<b>Goals</b> What do they want to accomplish?	<b>Frustrations/Challenges</b> What challenges do they have?

### Exercise #3 – Practice Writing in Plain Language

Write a paragraph describing the sample ballot measure. Using **plain language** and the principles we have discussed, describe the measure and explain what would happen if it passes.

### Exercise #4 – Editing for Access (Brevity, Clarity and Plain Language)

Read over and annotate the sample Pro/Con statement. What edits would you recommend to improve access? Where could we use Plain Language to make things clearer, shorter or easier to understand?