

Audience Profile Sheet

Reader's Name: Angel Luis "Luigi" Torres-Ortiz
Reader's Job Title: Mayor of Yauco, Puerto Rico
Kind of Reader: Primary <input checked="" type="checkbox"/> Secondary <input type="checkbox"/>
Reader's Level of Education: University Level
Reader's Professional Experience: Great at helping the community of Yauco and making sure that the community is provided with needs especially during difficult times like natural disasters.
Reader's Job Responsibilities: Leading the city of Yauco, approves events/organization.
Reader's Personal Characteristics: Helpful, Leader, Prideful
Reader's Cultural Background: N/A
Reader's Attitude Toward the Writer (you): Interested in hearing our proposal.
Reader's Attitude Toward the Position you're applying to: Curious to see how the obligation would go.
Reader's Expectations for an employee in that position: To approve our message about the water purification systems.
Reader's Expectations about the Résumé and Job Letter (as documents):

The reader should feel persuaded to approve the proposal.

Reader's Way of Reading the Document:

Skim it _____ Study it _____

Read a portion of it ✓ _____ Which portion?
The memo, mission statement, resume, budget, and technical description.
Modify it and submit it to another reader _____

Reader's Reading Skill: Excellent

Reader's Physical Environment:
Available to reach out.

Adapted from Markel (7th Ed.), p. 88