

## **TM 2-7: Ways to Adapt a Message to an Audience**

### **Strategy**

- Choosing appeals and reader benefits
- Balancing logic and emotion
- Using hard-sell or soft-sell
- Choosing details and specifics or general statements
- Making the action as easy as possible
- Protecting the reader's ego

### **Organization**

- Highlighting the main point or building to it slowly

### **Word Choice**

- Choosing formal or informal words
- Choosing words with emotional appeal
- Avoiding words that sound defensive or arrogant
- Avoiding "red-flag" words
- Choosing English or another language/bilingual presentation

### **Document Design**

- Using a subject line and headings
- Using lists and other devices to create visual variety
- Using big enough type
- Using plenty of white space

### **Photographs and Visuals**

- Choosing bias-free photos, clip art, and drawings
- Choosing "artistic" or "simple" visuals
- Choosing colors

