

AAURI™ Audience Identifier

“The people most affected are the people who matter most.”


Step 1: Audience Sorting Grid

List up to 4 potential audience groups and rate how severely they’d be impacted if they missed the message.

Segment	How do they benefit from receiving the message?	What happens if they miss the message?	Level of Impact (1-5)

Step 2: ID the Highest-Impact Segment

- ☐ The segment experiences the greatest negative consequence (confusion, failure, loss, delay) if they don’t get the message.
- ☐ The most vulnerable, at-risk, or dependent on the information to succeed?
- ☐ Most able to act on what you’re asking them to do?

 The audience that checks all three is your core target. Build your message for them.

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