WAYS TO DIRECTLY ADDRESS YOUR AUDIENCE

✓ Name and talk back to the worries or concerns the reader might have about the writer's idea.

- I know you might be thinking/worrying/feeling ...
- If you are wondering/worrying/Asking ...
- Let me explain.
- You might wonder/ask/argue...
- "WHAT?" you might be thinking.

♫ Ask questions the reader might have that you have too.

- Have you ever ...
- Do you wonder ...
- Why ...
- What about ...