

Developing questions professionals might ask

Topic: _____

Grade level: _____ Subject area: _____

Standard Course of Study Objective:

Who cares?

List below the professionals or other individuals who might have an interest in your topic or use the skills being developed.

- **Example:** Bookstore owners care about poetry.

What do they care about?

To the side of each professional or individual, list questions this person might ask, or concerns and interests that this individual might have, related to the topic.

- **Example:** What poets are selling well? What populations of people like poetry?