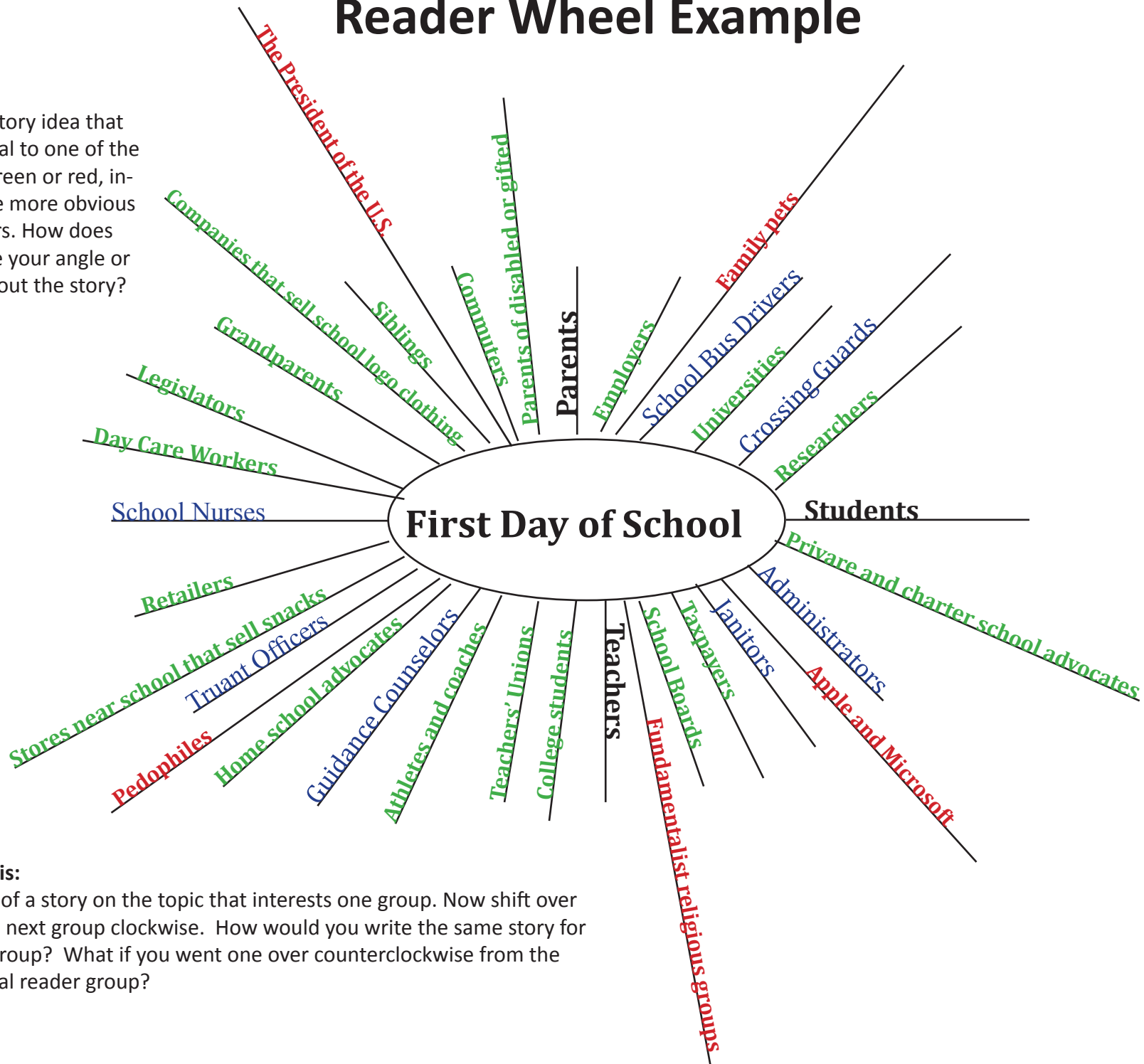


# Reader Wheel Example

Think of a story idea that might appeal to one of the groups in green or red, instead of the more obvious stakeholders. How does that change your angle or thinking about the story?



## Try this:

Think of a story on the topic that interests one group. Now shift over to the next group clockwise. How would you write the same story for that group? What if you went one over counterclockwise from the original reader group?