Johnson Planting

To: Dr. Kungl

From: Johnson Planters

Subject: Audience for Instructions

Date: May 24, 2014

The purpose of this memo is to inform you of the audience that I will be instructing in gardening. The goal of the instructions is to show men and women with limited gardening experience how to plant flowers in a pot.

**Summary**

My audience for the instructions for planting flowers in a pot is women or men who enjoy flowers but have never planted their own pots. I’m sure the audience has already seen many pots with flowers, but they do not know the steps involved in potting their own flowers or the materials needed for the project.

**Discussion**

As previously noted, my instructions are for homeowners, both men and women, who have had no experience in gardening. The audience would know that they need flowers and a pot, but need guidance on what type of pot to buy and the names of some of the flowers that could be used. There are so many types of soil that can be bought at a nursery that they will need direction on what type of soil is best for potted flowers. Also, even though they enjoy looking at flowers, they will be told how to care for their potted flowers so that they can enjoy them for months.

The directions are very specific because my audience would not know what supplies to buy and where to start planting. Although it looks like an easy project, not having the correct materials can lead to flowers dying and not having the pot growing all summer. Along with written directions, I have included pictures to help guide the person who is planting. Sometimes, seeing a picture of some of the steps allows the audience to know that they are doing the project correctly.

**Recommendation**

Read the instructions from the viewpoint of someone with little to no gardening experience. If you have any questions or suggestions, please contact me at

(610) 675-7153.