



Worksheet: How to Identify Your Target Readership

Who is your ideal reader? Many of us say we write for everyone, for God, for ourselves, for our muse. Perhaps this is true... but there's a special person we subconsciously write for. This is our "ideal reader." You might think of this as your avatar, model, archetype, exemplar, embodiment, or your "perfect reader person."

The truth is that if your book is for everybody, it's for nobody. It's generic. It falls flat.

Our job as an author is to dig deep into WHO we are really writing for and then learn to sketch out that "perfect reader" so we can understand him or her—and write directly to him or her. Feel him or her closely, intimately. Know him or her. Write for him or her. *First* write for you. Then write for your reader. People read for a variety of reasons: to be entertained, be inspired, be stimulated mentally or emotionally, be thrilled, go on an adventure, help them relax, be enthralled, be scared, be mesmerized, learn about a culture, a time, a person, etc. WHY is your reader reading this?

Answer these questions to help you understand your ideal reader:

Is your reader male or female?

How old are they?

What do they look like? What race? Hair, etc.? Are they attractive?

What is their personality like? Smart? Funny? Serious? Describe.

Do they believe in God? What religion? Describe their faith.

What are their views and passions? What do they truly care about?

Where do they read this book? In bed? On the couch? In a recliner?

Why are they reading this? What do they want? What's in it for them? Why should they care?
What are they getting out of this?

Are they lonely? Any emotional baggage?

What scenes in this book will really resonate?
