Your IDEAL Reader

Know your audience so that you can provide them with value.

The secret to creating a successful blog, business or cult is not to reach out to everyone who might have an interest in what you're doing. You will waste your time (and money) catering to the wrong crowd. A targeted system allows you to pinpoint exactly who you should be reaching. The key here is to find your **one perfect audience member**.

This is the audience member who is your biggest fan. They read every word you write. They sign up to every newsletter and fangirl over every piece of content you put out.

When you have your ideal reader you can find more like them. By finding this first true fan you can build an entire tribe of like-minded people. This is your audience. And it all starts with your ideal reader.

Your ideal reader is unique to you.

Example
If you're creating a cookbook based around quick family meals your ideal reader is going to be vastly different from a novel about an 11 year old girl who doubles as a super sleuth.

They are both books so we could market them at an audience of "English readers" but this doesn't really narrow down the intended audience.

A better ideal reader profile would be "time poor mothers looking for healthy alternatives to take-out" or "girls in grade 4-6 who are interested in mysteries".

Your IDEAL Reader Profile

One of the easiest ways to highlight the most important aspects of your audience is with a fill-in-the-blanks personality profile. The questions may seem trivial at first but they can provide great insight into your target audience and what they are after in a blog.

Ideal Reader Demographics
Gender: *Age:*   *Location:*   *Work:*

Ideal Reader Interests
What do they do in their spare time? (Hobbies, interests, etc)

Ideal Reader Fears & Challenges
What are they struggling with? What do they need help with? What are their goals? (Fears, Challenges, Goals, etc).

Ideal Reader Internet Interests

What websites do they visit? Where do they get their news? Who influences them? (Influencers, Internet Usage, etc).

Ideal Reader Self-Description

How would your ideal reader describe themselves?

Ideal Reader Value

What do they value? Where do they spend their time & money?