

Ideal Reader Avatar

Fill in the blanks and build an avatar of the exact person you are writing your book for.

Add as much detail as you can so you get a true picture in your mind. If you are writing non-fiction you may work with a client who is the perfect fit. Fiction writers may use elements of themselves as an avatar.

Grab a photo/image that could represent your ideal reader and stick it to the page.



NAME:

AGE:

JOB:

MARITAL STATUS:

WHERE DO THEY LIVE?

FAMILY:

INCOME:

HOBBIES:

FAVOURITE TV SHOW/BOOKS:

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PETS:

WHERE DO THEY HANG OUT?

Where do they spend most of their time? In real life and online.

What sorts of magazines, newspapers, and blogs do they read?

Who are their friends?

What do they do for relaxation?

What sorts of books/TV shows/movies do they like?

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MOTIVATION

What are the driving forces in their life?

Are they driven by money or material possessions?

Are they focused on their family?

Are they motivated by helping others?

Are they lacking in confidence and influenced by the opinions of others?

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PAIN POINTS

What problem does your book solve?

- It teaches something
- Helps overcome an obstacle
- Illicit an emotional response such as trust or empathy
- Provides an escape
- Entertains

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WHY BUY YOUR BOOK?

Why should they care?

Why should they buy your book instead of another on the same subject?

Why does it even matter to them that you have written this book?

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