

THE 4-PART SYSTEM TO DEFINE AND ATTRACT YOUR **TARGET AUDIENCE**

Part 1: IDENTIFY

>> Ideal Reader Persona Worksheet <<

Part 1: IDENTIFY

>> Ideal Reader Persona Worksheet <<

BASIC DEMOGRAPHICS

Age:

Gender:

Location:

Ethnicity:

Marital Status:

Industry/job:

Income Level:

Education:

Religious Preferences:

Political Preferences:

PSYCHOGRAPHICS

Personality:

Hobbies:

Interests:

Habits:

Values:

Preferences:

Attitudes:

The 4-Part System to Define and Attract Your Target Audience

Lifestyle:

Behaviour:

START ASKING QUESTIONS

What other books/authors does my ideal reader read?

Which blogs does she follow and read religiously?

How does he find new books to read?

Which devices does she read on?

How often does he use social media?

What are her preferred social media platforms? Why?

Who does he connect with on social media?

What types of content does she tend to share?

Does he buy based on recommendations or reviews, or take a risk?

What devices does she use to purchase?

What draws him in (to a site, to a book, to a conversation)?

How is she most likely to hear about a book like yours?

The 4-Part System to Define and Attract Your Target Audience

What would make him trust or try a new author?

Who or what influences his buying decisions?

HOW TO FIND THE ANSWERS

- Look at who is reaching your target audience already (via blogs, social media, organizations, magazines, industry influencers).
- Follow industry news and trends.
- Use social media tools to “listen in” ([Klout topic pages](#), [Followerwonk](#)). Ask questions, join conversations and ask for feedback from your readers or followers.
- Search for online mentions of your book/brand (track @mentions and [set up Google Alerts](#)).
- Conduct phone or face-to-face interviews if possible.
- If you have a mailing list then send a survey directly to your list (if you don’t have a mailing list then now is the time to [set one up!](#))
 - Survey tools: [Survey Monkey](#), [Typeform](#), or Google Forms.
- Search for blogs and forums where people in your target market communicate their opinions.
 - Search: “top forums for [your genre or niche]” or search Facebook for groups on your topic area.
- Search online for research others have done on your target audience.
 - Search “audience/reader demographics for [your topic or genre]”.
- Look at the following analytics to determine who your audience is:
 - [Facebook Page Insights](#)
 - [Twitter Card Analytics](#)
 - [Pinterest for Business Analytics](#)
 - [Google Analytics](#)

The 4-Part System to Define and Attract Your Target Audience

- Set up and [interpret your Google Analytics](#) results.
 - insight on how your users are finding your site.
 - most popular pages of your site (so you can repeat your success).
 - how your users behave once they actually get to your site.
 - general insights about the type of people who use your site.
 - what percentage of your users are using mobile devices versus desktop devices, and which browsers are most popular for viewing.
- Look at sources of social media demographics to understand which platform's core audience "fits" for you and your work.
 - [Demographics of Key Social Networking Platforms](#)
 - [Social Media Demographics for Marketers](#)
 - [Leverage New Age Media Infographic](#)

>> My Ideal Reader Persona <<

Summarize the notes and answers from above and create **your ideal reader persona** below. Keep it on hand and refer to it whenever you're creating content (for your blog, email newsletter, social media, marketing/promotional content, or even when writing your book).

