

Find Your Next Reader

Identify Your Ideal Reader

What Is An Ideal Reader?

An *ideal reader* is the person who picks up your book, devours it, and becomes your super fan!

Use this workbook to clarify who your book is for and how to connect with that audience. This will shape your marketing and publishing strategy in the second half of the #IndieSummer Challenge.

Exercises

Real or fictional? Is the ideal reader someone you know in real life? Did you write this book thinking about this person? Or will you be using a fictional avatar for this exercise?

Name your ideal reader. Write down the name of the person you are using as your model. If your ideal reader is a fictional avatar, give them a name to help make them more real in your mind!

Questions to Consider

Use these questions to define your ideal reader as specifically as possible.

Questions

How old is your ideal reader?

Where do they live (urban/rural, region, setting)?

What do they do for a living or how do they spend their time?

Where do they spend time (online, in real life)? Do they have any hobbies?

What motivates them to read?

What do they want most in the world—and how does your book help them get it?

Write the review they would give your book on Amazon/online!

Books Your Ideal Reader Likes

Let's think about the other books your ideal reader likes. These books would ultimately sit next to yours on their bookshelf.

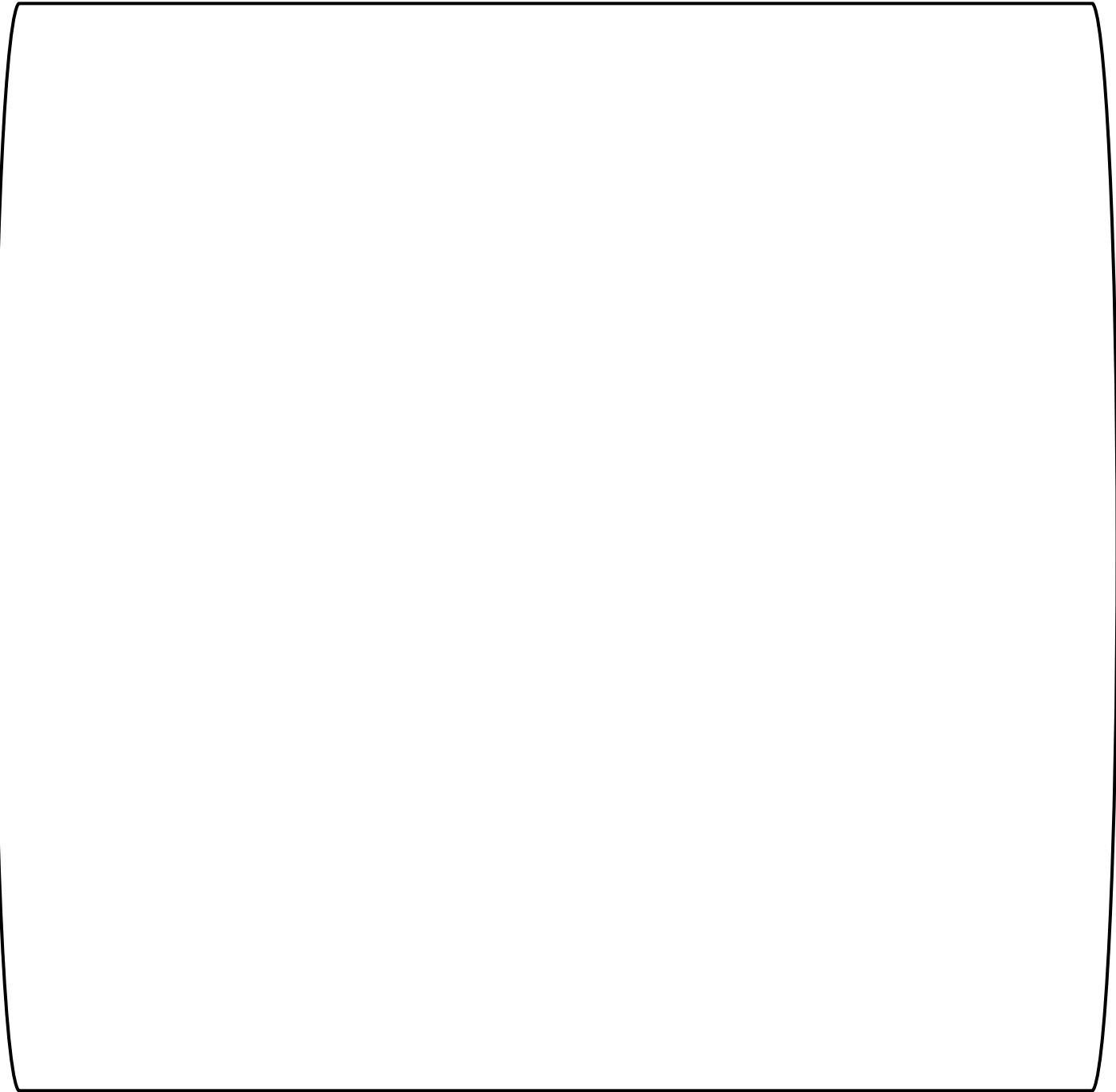
What are their favorite genres, tropes, or story vibes?

What other books/authors do they love? Try to list at least three, if not ten! What do they have in common with your books? (Use the back of the page, if needed!)

Look up the cover of these books. Do you see any common elements you can use in your own cover design or marketing?

Now, put it all together!

Now, summarize your findings into an Ideal Reader profile that can help you guide your marketing decisions.



Remember this. **Specificity attracts. Vagueness repels.** The better you know your reader, the greater your book's chance of reaching them.