



Exercise Three (ACTION)

Answer the following questions to help describe your ideal reader:

1. What does your reader want most?
2. What else can you think about that would help identify your ideal reader?
3. What are they most interested in?
4. What do they struggle with the most?
5. What do they want to achieve or learn more about?





6. What strengths do you have that you can share with your readers?

7. What interests do you have that would connect you with your readers?

8. What type of people do you love to help?

9. What are the top 5 needs of your readers?

10. What is the biggest solution you provide for your readers?

11. What are the deep-rooted benefits your readers will experience from reading your story?

12. What are the 3 biggest & most critical problems your readers have?

