



# Author Academy Writing Course

The A-Z of Getting Your Book Written & Publish  
Ready!



Who is your target reader?

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**Why do we need to know this?**



## Exercise One (ACTION)

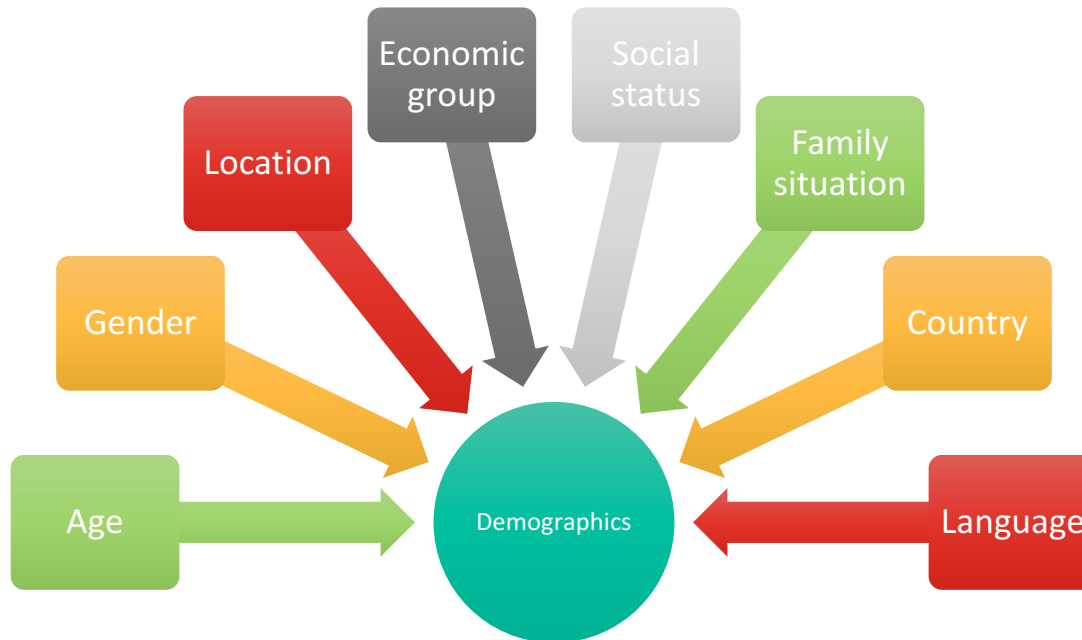
Write a brief description of your target reader as you see them now, without doing any research:

My target reader is...

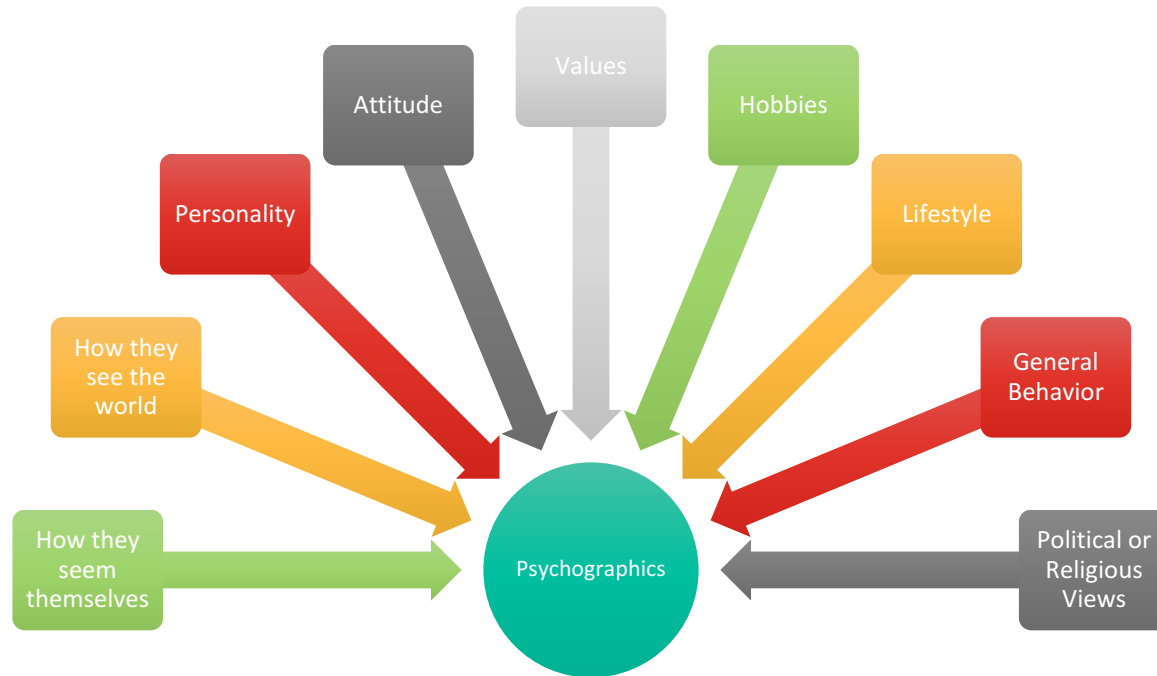


## Exercise Two: Target Reader Demographics

- △What is your ideal reader's age?
- △Gender: Male or Female?
- △What is their average income level?
  - △Where are they located?
- △What type of education do they have?
- △What type of family structure do they have?



# Psychographics





## Why Laser Target your Reader?

- No in between
- Be specific



## Benefits & Solutions

- Identify your reader's pain or problem
- Create a tribe



## Exercise Three:

### 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?





## Exercise Three:

### Questions to help you connect to your readers

1. What strengths do you have that you can share with your readers?
2. What interests do you have that would connect you with your readers
3. What type of people do you love to help?
4. What are the top 5 needs of your readers?



## Exercise Three:

### Questions to help you connect to your readers

5. What is the biggest solution you provide for your readers?
6. What are the deep-rooted benefits your readers will experience from reading your story?
7. What are the 3 biggest & most critical problems your readers have?



## Exercise Four:

Describe your ideal reader



## Exercise Five:

**Make a collage of your ideal reader**

What do they look like?







**What's Next?**

**How to develop your  
book idea**