

Reader Profile

Let's start with the basics.

- How would you describe your reader? Are you writing for a stay-at-home parent in their 40s who is getting ready to go back to work? A college student struggling to make rent with a side hustle?
- As it relates to your topic, what does your reader want?
- How would your reader describe their core problem, that which gets in the way of what they want?
- What do you think prevents them from successfully solving their core problem?
- Now that you've answered the above, complete this phrase by filling in the blanks:



Reader Profile, Cont.

I am writing for (demographic) _____
_____ who want
_____ but
they are struggling with (perceived problem) _____
_____ and
may not realize they are really/also dealing with _____

(core problem).

NOTE: *You can write out the entire phrase, rather than fill in the actual blanks.*



Reader Profile, Cont.

- What do you have in common with your reader, either in the past or now?
- Answer the question for your reader: "I would be happy if _____."
- Answer for your reader: "I would be successful if _____"
- What are your reader's burning questions about your topic? These questions often start with "how can I...?" or "what is the...?" Write them as if you are the reader. Try to come up with 10.



Reader Profile, Cont.

- What are your reader's chief concerns about your topic? These questions often start with "I'm afraid I won't be able to..." or "I'm worried that..." Write the questions as if you are the reader and please try to come up with at least 10.

- What secret is your reader afraid to admit?

