

Create

YOUR READER PROFILE

Use the questions below to interview a big fan of your work. This will give you a profile of the exact reader you should tailor your marketing decisions around. If you don't (yet) have a ginormous fan, you have two options: 1) answer the questions as you imagine someone who loves your work would or 2) answer them as yourself. The odds are, you're a fan of the type of books you write!

1. What is your name and current age?
2. What are some of your favorite books and/or authors?
3. Where and when do you read most often?
4. Do you prefer eBooks or paperbacks? (If eBooks, do you read on your computer or an iPad or other eBook reader)?
5. How did you discover my work? How do you usually discover new books to read?
6. What blogs, magazines or newspapers do you subscribe to?
7. What are some of your favorite websites (ones that you check on a regular basis)?
8. What are some of your favorite movies and TV Shows?
9. Do you have any hobbies or interests? If so, please share a few.
10. Where are you originally from and where do you live now?
11. Are you married or single? Do you have children?
12. What's your educational background? Are you currently in school?
13. If you're currently employed, what do you do? Do you enjoy it?
14. In a nutshell, what does your average day look like?
15. What are your immediate goals (within the next 6 months to a year)?
16. What are your long term goals (one to 5 years)?
17. What obstacles are standing between you and your goals?
18. What are the three values most important to you?
19. What fears keep you awake at night?
20. Who is someone you look up to or admire?