

Connecting with Your Audience

Identifying Your Target Audience - Your Avatar

Questions	Answers
Sociodemographic info: age, education, religion, employment, marital status, family status, income levels, migration background, race, and ethnicity.	
Psychographic info: interests, activities, motivations, values, opinions, attitudes, behavior	
How do they keep up with current events and news?	
What social media platforms are they on?	
Why do they listen to you now? (if applicable)	
If they aren't listening to you, who are they listening to and why?	
What are you giving them now? or What are they getting from your competitors?	
What are they currently seeking or struggling with?	
What reason do they have to solve their issue?	
What do they need to get what they're seeking or to end the struggling?	

Your Avatar Profile

Describe your ideal reader in one brief paragraph.

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Your Stories and Messages

Write down at least three themes you have either as a brand or for a book.

What are they currently struggling with or seeking?	What themes address the struggles or search?	What key lesson or nugget can you give to help?

Create a Brief Message That Connects

What they're struggling with/seeking: _____

Themes that address this: _____

Key lesson or nugget you offer in your unique way: _____

What is your message to your ideal reader?
