

WHO IS YOUR IDEAL READER?



Average authors write a book and then ask, “How can I make this book a bestseller?”
Bestselling authors ask, “What do people want?” and then they write the book to meet that need.
Average authors follow their own agenda. Bestselling authors focus on their customers’ agenda.

Start by describing your ideal reader. Who are they? What are they like?

- Give them a name, face, description and describe what they are like
- Who is most interested in your book’s subject?
- Who will be enthralled with your memoir or helped by your how-to book?
- What are their hopes and fears?
- What are their problems, issues and concerns?
- What are they passionate about?
- What motivates them?
- What is their age range?
- What do they crave?
- What is their pain?
- What do they want help with?
- Who do you want to read your book?
- What can it do for your reader?
- Who else and what else is your ideal reader reading?
- How much are they like you? We often want to write about subjects that interest us.
- Do they need to escape their reality by spending some time in fantasy for a while?

Contact Mike and Bonnie at www.mandbglobalsolutions or 920-468-9316 with any questions or to discuss your book project