



# Subscriber Avatar Worksheet

Name

Demographics (Age, gender, orientation, marital status, occupation, income? Does he have kids? Where was he born; where does he live now? Etc.)

Favorite Author (besides you, of course)?



Does he read widely in his chosen genre, or just favorite authors? Why?

What are his reading habits? (How many books does he read per month? When does he make time to read? Where does he read?)

Why does he read books like yours? (To escape, to be informed, to be inspired, etc.)

Who does he talk to about the books he reads?

What other media (TV, movies, podcasts, etc) does he consume?

What is the one thing you can offer him that no one else can?