Subscriber Avatar Worksheet

Name

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

Favorite Author (besides you, of course)?

Does she read widely in her chosen genre, or just favorite authors? Why?

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

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

Who does she talk to about the books she reads?

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

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