



Subscriber Avatar Worksheet

Name

Demographics (Age, gender, orientation, marital status, occupation, income? Do they have kids? Where were they born; where do they live now? Etc.)

Favorite Author (besides you, of course)?



Do they read widely in their chosen genre, or just favorite authors? Why?

What are their reading habits? (How many books do they read per month? When do they make time to read? Where do they read?)

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

Who do they talk to about the books they read?

What other media (TV, movies, podcasts, etc) do they consume?

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