

### Analyzing Markets

1. I want to write \_\_\_\_\_.

(Personal experience, how-to, devotional, etc.)

2. Who's my audience? \_\_\_\_\_

(Adults-general, senior adults, singles, women, youth, children, church leaders, etc.)

3. What other audience(s) might be interested in my idea?

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4. Magazines that print what I want to write (see market guide):

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5. Alternative markets:

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