Targeting Your Reader

1. What Is Your Why?
   A. Why do you want to write this particular book?
      • Immediate purpose
      • Long-term purpose
      • How does it fit into your personal mission?
      • Why is it important to you?
   B. Why is this book important to your reader?

2. Who Is Your Reader?
   A. Describe your reader
      • Demographics
      • Economic situation
      • Family/relationships
   B. Describe your reader’s needs
      • Felt needs v. hidden needs
      • Emotional needs
      • Practical needs
      • Spiritual needs / faith questions
      • Hopes and dreams
3. **What Is Your Message?**
   A. Where does your message originate for you?
   B. How will your message meet one or more of your reader’s needs?
   C. What gives you a unique approach to target your reader with this message?
   D. How can you use the writing and structure to tailor the message to your reader?
   E.

4. **How to Stay on Target with Your Message to Your Reader**
   A. Consider your book’s format
   B. Using illustrations and anecdotes
   C. Research methods
   D. What will your reader take away to apply to his/her needs?
   E. What added benefits can help your reader?

5. **How to Market Your Book to Your Target Reader**
   A. Using your website or blog
   B. Using social media
   C. Networking and speaking