

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**