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?
   _______________________________________
   _______________________________________
   _______________________________________

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

5. Alternative markets:
   _______________________________________
   _______________________________________
   _______________________________________