

Targeting Your Reader

1. What Is Your Why?
 - a. Why do you write?
 - b. 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?
 - c. Why is this book important to your reader?
2. Who Is Your Reader? Why Do You Need to Know?
 - a. Describe your reader
 - Demographics
 - Economic situation
 - Family/relationships
 - b. Describe your reader's needs
 - Felt needs v. unfelt needs
 - Emotional needs
 - Practical needs
 - Spiritual needs/faith questions
 - Hopes and dreams

3. What Is Your Message?
 - a. How does your message fit into your mission and your brand?
 - 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 target the message to your reader?
4. How to Stay on Target with Your Message to Your Reader
 - a. Consider your book's format
 - b. Consider your illustrations and anecdotes
 - c. Consider your research methods
 - d. Consider what your reader will take away to apply to his/her needs
 - e. Consider added benefits in the book to 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