



# Build Your Ideal Reader Personas

WHO'S YOUR READER?



- Target your message
- Focus your marketing
- Make the connection



HOLD YOUR HAND  
BOOK COACH

## DIRECTIONS

**Step 1:** There is space to build three reader personas (short biographies), but focus on building **ONE** clearly defined reader persona first.

Visualize your Ideal Reader. Answer the questions about your reader on pages 2 through 5. Or better yet, have your Ideal Reader answer the questions.

Add as many details as you can, but don't get stuck or overwhelmed with trying to get the answer perfect and complete. *This is a work in progress.*

**Step 2:** Answer the questions for another two personas. Yes, you may have more than three personas, but focus your resources (time and money) on the top three. Think 80/20 Rule.

**Step 3:** Transfer your answers to the Target Persona tables on pages 6 through 8. These one-page overviews make it easy to see the person.

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## Build Your Ideal Reader Personas

		Reader 1	Reader 2	Reader 3
<b>BACKGROUND &amp; DEMOGRAPHICS</b>	Where do they live? Gender? Age? Economic situation? Education? Job/Work (Paid & Unpaid)?			
	What's their background?			



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		Reader 1	Reader 2	Reader 3
GOALS	What are their dreams, goals, aspirations?			
ACTIVITIES & HOBBIES	What daily activities do they do?			
NEEDS & BARRIERS	What are their struggles? What problem do they want solved?			
	What are their current solutions options?			



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		Reader 1	Reader 2	Reader 3
	<p>What groups, associations do they belong to?</p> <p>Where do they hang out?</p> <p>Where do they get their information from?</p> <p>How many of them?</p>			
	<p>What else do you know about them?</p>			
<b>KEYWORDS</b>	<p>What words or phrases do they use?</p>			



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		Reader 1	Reader 2	Reader 3
NAME	Give this Reader a name:			
More Info...	Is there someone in this group you can interview for more information?  When will you contact them to schedule a meeting/call?  What other questions do you want to ask?			



## Build Your Ideal Reader Personas

Background & Demographics	Image & Name	Needs
1. <b>Age:</b> 2. <b>Gender:</b> 3. <b>Household \$:</b> 4. <b>Location:</b> 5. <b>Emp:</b> 6. <b>Educ:</b>		
Activities & Hobbies	Goals	Barriers
<b>Top 3-5 Keywords:</b> for SEO, marketing, blogs		



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**NOTE:**

*Reader Personas are refined over time by learning from your marketing and advertising efforts.  
You will not get it perfect the first time. Keep refining them.*

If you want help defining and connecting with your Ideal Readers, contact me at

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