



30 Day Books

Your Ideal Reader Exercise.

Why do an ideal reader exercise? Well, rather than writing for everyone, writing for one person means that all of your marketing efforts will be much more compelling and engaging

When you can picture the recipient of your ideas, you'll also have a much easier time communicating what you want to say in a way that speaks to them.

Think of it like writing an email to a friend – the words and writing are much more natural, and your thoughts flow better because you know who is going to be reading it on the other end. The style and tone are appropriate and authentic.

The important thing with the ideal reader exercise is to go as deep as possible (even though you're going to want to resist doing so, it's not an easy process). The more you can step inside your reader's head though, the better you can tell your story in a way that speaks to them.

Remember: even though your book might appeal to a variety of demographics, we're going to hone in on ONE of them, and more specifically, **one person** here.

Here are some questions to get you started:

- How old is your ideal reader?
- Male or female?
- Where do they live? City, countryside, suburbs? Describe the place a little.
- Married, in a relationship, single? Who does their immediate family consist of?
- What's his/ her life like? What do they do for work? What do they do in the evenings and weekends?



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- What are his/ her guilty pleasures?
- What type of car do they drive (if they do drive at all)
- Favorite food?
- What magazine, blogs and websites do they read?
- Now BE your ideal reader and write a journal entry in the first person about anything and everything. Write uncensored. Write about what she/he loves to read about and why – what books are relevant to them (use lots of emotions here!)
- Now take some of the language you used in that journal entry and think about how it relates to your book. Is your romance novel relevant to her because “she’s dreamt of meeting a tall dark prince since she was a child”? or is your health how-to guide relevant to him because his “muscle mass started deteriorating after he turned 40 and he wants to get it back”?

Now write down the words and phrases you used when you were inside your ideal reader’s head. You now have some great copy to use in your book description and other marketing materials.