



Ideal Readers



Interview or imagine the identity of the ones picking up your novel. This questionnaire will determine exactly how they will discover your work & why they will crave for more.

Reader I - Name:

Reader II - Name:

Reader III - Name:

Reader IV - Name:

Reader V - Name:

DEMOGRAPHICS

AGE

EDUCATION

OCCUPATION

INCOME

MARITAL/PARTNER STATUS

OF CHILDREN

LOCATION

HOBBIES

**FAVORITE STORY
MEDIUM
(MOVIES, BOOKS, TV
SERIES, AUDIOBOOKS,
ETC)**

WHAT A DAY IN THEIR LIFE LOOKS LIKE:



PSYCHOGRAPHICS

READING HABITS

FAVORITE NOVEL FORMAT (PRINT, AUDIO, EBOOK, ETC)

**WHAT DOES THE
READER DESIRE
OUT OF LIFE?**

DAY TO DAY STRESSORS

HOW WILL YOUR NOVEL REDUCE THEIR STRESSORS?

FINANCIAL MINDSET

**(ABUNDANCE,
FRUGAL,
INVESTOR,
ETC.)**

LIBERAL OR CONSERVATIVE?