



Ideal Reader Creation

Get to Know Yourself to Get to Know Who You Are Creating For

Briefly, before we get into who you are creating for, I wanted to touch on who you are, and what drives you. Reflecting on your ideal self and your goals, along with your why, can help you to keep on the path when any stumbling challenges come up. “Keeping your eye on the prize” if you will. Take a moment and with a note book, free write on some of these ideas.

The temptation is to do this work “in your head” or to skip it since you feel you already know who you’re writing to, but when you can visualize it on paper, it becomes more of a guide, and truly helps you capture all aspects and give your story and marketing a deeper feel to it.

- What does your ideal self look like?
- What does your ideal life look like? How do you spend your days?
- What does your ideal life FEEL like? What emotions do you experience every day?

Create a vision board, a collage of images, words, phrases, that help exemplify the answers to these questions. Hang it up somewhere that you can see it often. Meditate on it, and get into the feelings of success and your dreams.

- This week, what is one step you can take to create that vision of your ideal self?
(plan something that will bring you joy, pamper yourself to feel successful, take some quiet time to connect to your authentic self, etc)
- This week, what is one step you can take to create that vision of your ideal life?
(wake up early to have tea and writing time, take a walk on the beach or in a forest, be social and connect with others at an event, etc)
- This week, how can you invite the feeling of success in?





Specificity is a key to manifesting your goals, each dollar has a purpose, each word and activity is a chance to connect.

You and Your Why, and the Readers Why

- Why are you writing this book?
- Who do you hope to help with this book?
- What are some of the ways they will be helped?
- What do you hope they get from this book? How do you hope they feel?
- Are there any actions they would take in their life after reading this book?

The Impact on Your Life

- How will your life be impacted from writing this book?
- What amount (\$\$) would you like to make each month? How would it feel to bring in this amount?
- List all the reasons you deserve this amount. What will you do with all these dollars?
- What activities do you need to prioritize in the next week to start on the path to your goals? In the next 30 days?
- What activities will you need to shift that may be taking up more of your time, so you can free up time to work toward these goals?

Success and the Big Picture

- What do you want to do more of, that will bring you more joy and help align you with a feeling of expansion and success?
- Write down your vision of what “success” means.





Creating Your Ideal Reader – Who is Reading Your Book?

When you can create a “character” to write to when you are creating your book, helps with visualizing who you are speaking to as you’re writing. You can include some hobbies that your reader has, with one of the characters so the reader can connect to the story on a deeper level. You can learn where your reader may spend their time so you know where you can promote your book and how, (social media platforms, bookstores, cafes, hobby shops, online groups, tags and hashtags to use) when that time comes. You can speak your readers language, since you would write very differently for a children’s book vs a university text book, as an example.

There are 7 billion people in the world, and your book won’t be right for everyone, even if you may want it to be. When you can be specific around who you want your ideal reader to be, you can focus your creativity and messaging to get more personal. Your book may appeal to “almost everyone” but when you can be specific, you will actually reach more people in the end, because you are connecting easier to them, on a personal direct level. It’s a noisy marketplace and when you can speak to your ideal reader, you stand out from the noise.

You will feel more comfortable and genuine and be able to communicate with authentic passion, like you are talking with a friend. Having focus around who you truly want to read your book, will attract those meant to read it, who will appreciate the hard work and effort you’ve put into crafting the story they need to hear. They will resonate with your style because they’ve already had a taste through your messaging and communication, either on the book cover, promotions or other information you’ve shared.

“Someone out there has a wound the exact shape of your words”
– Sean Thomas Dougherty

Think of all aspects of who the person is that is reading your book. Demographics, Psychographics, values, interests, and create a whole picture. Even give them a name and find a photo online or of someone you know, to help you visualize that person as you’re writing. Write a mini story of their life and get to know them.

- What is their age range? Gender? What do they look like physically?
- What are their hobbies? Interests? Social Causes? Economic Class? Location? Family dynamic?
- What are their values? Beliefs? Lifestyle? World view?
- What were their challenges in life, and growing up?
- What are their favourite books? Movies? TV shows? Magazines? Podcasts? Blogs they follow? Conferences or events they go to?
- What are their guilty pleasures? Brands they love?
- Who are their role models? Writers, Speakers, Teachers and Experts that they follow?





Stepping into Their Shoes

Every human wants to feel seen, heard and understood. Step into their shoes a bit deeper and find out what the world looks like to them. Compassion based marketing takes a holistic approach to speak to the whole person as a human being even if your book doesn't directly appear to help them reach a higher potential or achieve what you think may be significant, everything we come in contact with in our lives impacts us in one way or another.

- What emotions do they feel? Things they fear?
- What is your reader struggling with that your book is the solution for?
- How do they describe those challenges to people close to them?
- What would it mean to them to have that issue relieved or solved?

“But I really don’t have just one person to write to”.....

You can have multiple types of readers connected by a common theme, need, experience or interest and gear your writing and promotion to that. You will still be getting specific around that theme and find aspects from all angles to view it, and make sure you are thorough.

- Do they have similar motivations?
- Do they share a certain world view or belief about your book, books in general, or your genre?
- Do they use the same language and tone?

Even if you aren't directly solving a “pain point” with your book, you are still writing to real people, with real issues deep down who have reasons and desires why they purchase something or decide to share their valuable time with your creation. They want to feel something or experience something that they aren't right now.

- How do you want your reader to feel when they interact with you, either through reading your book, seeing something you've shared and communicated, or when they send you a personal message?

What makes your book stand out?

Think about all the aspects of your book, and what makes it unique.

- What is the unique point of difference that your book offers?
- How is it different than others in the market? Does it have a unique character? Story line? Story layout or format? Interesting setting? What makes those different? Is it a quick “beach read” or meant for quiet study and taking notes?
- What is most memorable about your story?
- How is it similar to other successful books? Is there a comparable author(s) you can think of or story lines similar?





Other Important Things to Consider

- What is the point of view you are writing in? Why did you choose that?
- What is the overarching lesson or purpose of the book?
- Can you summarize it in one sentence? Two-Three sentences?
- Character and Story arcs: Inciting incident, three main plot points that increase tension, climax of the issue, resolution or conclusion
- Developing adversary/antagonist characters almost as much as main character gets readers invested more in the change process – character personality sheets
- Show more of the story vs telling, involve the reader in the action so they are invested in the story and why they are reading it, bring it alive with real/believable situations

The answers you've crafted through this workbook will help guide the writing of your book, creation of an author platform, and direct your marketing/sharing activities so you can make the best use of your time and budget, and reach the people who you truly want to read and connect with your book. Keep these answers handy as we will be referencing them often!

- One way to get writing through blocks is the free fall process with meditation, starting line and focused writing time. The sharing and feedback helps impostor syndrome, every time
- Goal setting and accountability, whether it's writing amount per day or week, or simply checking in that writing was done. Working back from the final targets of when you want to publish, to find out what needs to be done when can help keep momentum and accountability on track
- Developmental Editing, Proofreading, Line Editing, Formatting and Layout
- Traditional Publisher vs Vanity Press vs Self Publishing, which route do you want to take and why, pros and cons of each
- Book launching, marketing, publicity, what are your goals for the book? What do you want to accomplish? Do you want it to be a best seller and globally known? Do you just want a local presence to show yourself you can create and publish a book? Do you want a big name community with stricter rules but automatic credibility? How much effort are you willing to put into the publishing and launching?

These are all things we can discuss further as you move along in the process. Don't get too wrapped up in them, but make sure to keep them in the back of your mind to remember where you want to end up. I look forward to working with you on your project! Thank you for inviting me along.

