Reader Audience Identification Worksheet

Develop a testable picture of your readers and where they discover books.

ACTION CHECKLIST

- [ ] Start with your book’s genre, themes and intended reading experience.
- [ ] For nonfiction, identify the reader problem you address.
- [ ] List comparable books without claiming affiliation.
- [ ] Look for recurring reader language in public discussions.
- [ ] Distinguish observed evidence from guesses.
- [ ] Consider format, reading context and age suitability where relevant.
- [ ] Identify where readers actually search for books.
- [ ] Choose a small test that respects community rules.
- [ ] Use permission-based contact rather than scraping personal details.
- [ ] Revise your audience picture after gathering real feedback.

Free educational worksheet. Adapt to your project; no sales or marketing outcomes are guaranteed.

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Develop a testable picture of your readers and where they discover books.

YOUR WORKING NOTES

Book genre, themes and reading experience

Reader needs or interests, with evidence

Comparable books and differences from your own

Discovery locations: retailer searches, communities, newsletters or events

A small test: message, channel, duration and measure

What you learned and which assumptions need changing

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