

# IDEAL reader PROFILE

Page 1

1. What is the sex of your reader? What's their name? How old are they?

2. Are they tall or short? What color are their eyes? What color is their hair?

3. Are they married? If so, what's their spouse's name? Do they have kids? If so, how many?

4. What kind of car do they drive? What color is it? Is it new or old?

5. What do they do for a living? What type of education do they have? How much money do they make?

6. What are they wearing right now?

7. What is their personality like? What's their attitude towards the world?

8. What do they enjoy doing during down time? What hobbies are they into? What do they do on Friday nights?

9. What do they value? What are their major beliefs in life? What would they be doing on a Sunday morning?

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Page 2

10. What's their favorite food? What's their favorite drink? What's their favorite color? Movie?

11. What's their biggest pet peeve?

12. What does a typical day look like for them?

13. What keeps them up at night?

14. What keeps them up in relation to your blog & content?

15. How does their problem make them feel?

16. What would be their ideal solution to their problem... the thing that keeps them up?

17. What's one misconception they have about your blog?

18. Why do you think they have it? How can you alleviate it?

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Page 3

Combine all the answers to your questions below in 2-3 paragraphs that read like a profile bio of your reader.