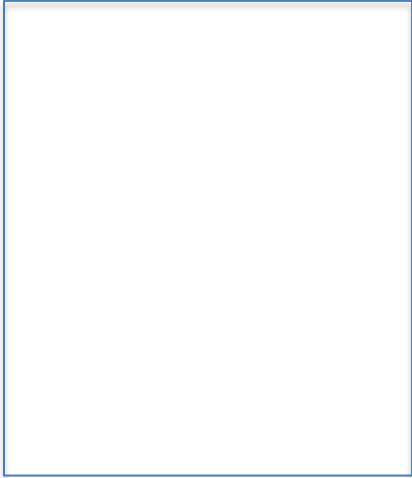


List 100 Things About Your Ideal Reader

My Ideal Client Avatar – Meet [name]



Gender:

Age:

City:

Relationship:

Children:

Ethnicity:

Education:

Income: \$

Occupation:

More About ?

What authors does ? love to read?

What groups does ? belong to?

What does ? enjoy doing in her free time?

TV Shows?

What music does ? listen to?

Where does ? like to holiday?

What does ? like to eat and drink?

What technology does ? own?

What sort of words and phrases does ? use?

What motivates ? to get up each morning?

What are ? top five values?

What does ? love (to be, to do, to have)?

What does ? hate?

What keeps ? awake at night?

What does ? secretly fantasize about?

What is ? political viewpoint?