

Your ideal reader profile

Writing for one ideal reader makes your blog posts more vivid, engaging, and persuasive. You naturally start addressing your reader with the word *you*.

You know how to address his struggles and frustrations; and how to help him succeed.

Knowing your ideal reader also helps you to generate blog post ideas.

*Add a picture
of your ideal
reader here*

1. Visualize your ideal reader

Name of your ideal reader:

Age:

Education:

Profession:

Income:

Car:

Family circumstances:

2. Consider other sources of information and entertainment

Favorite reads:

Social media platforms:

Favorite websites:

Favorite movies and TV programs:

3. Sneak into your ideal reader's mind

Dreams about:

Keeps awake at night because:

Is afraid to lose...

How does he make decisions?

Who does he trust and ask for advice?

What's important in life?