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## **MODULE: FOUNDATIONS**

### **WHO ARE YOUR READERS**

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When completing this worksheet, I want you to imagine your ideal reader, not necessarily your *current* readers. They may be the same group or they may not.

From now on, you're going to be blogging with purpose and that includes who you want to read your site. Write for who you want to read your site, this helps your ideal reader find you.

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Who are they? Detail your reader's demographic information (age, gender, education level, family situation, country, etc.)

What are their fears? What keeps them up at night?

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What or who do they admire? Why is this important to them?

What frustrates them about your topic area?

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What pre-conceived ideas do they have about your subject?

How have these assumptions or ideas let them down in the past?

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Why do they read your blog? What do they hope to achieve or learn from it?

What do they need to be successful or more knowledgeable in your topic area?

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What is their experience level with your subject? (beginner, advanced, etc.)

What other blogs do they frequent that are in the same niche?

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What are their ultimate goals and dreams in relation to your subject matter?

Name 5 readers you currently have that you love interacting with. What about them is so appealing?