

Self-Exploration for Writers

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8. My Readers/Target Audience

Describe your ideal readers (your “target audience”) in detail. When you clearly understand your audience, it will affect the writing niche you choose, the way you write and edit your manuscript, and the marketing and publishing choices you will make.

My ideal readers have the following characteristics:

Age groups:
Genders:
Personal interests/topics:
Likes and dislikes:
Favourite genres:
Educational levels:
Behaviours:
Attitudes:
Politics:
Beliefs and/or religions:

Geographic localities:
Cultural and/or ethnic distinctives:
Rural and/or urban:
Occupation types:
Languages:
National identities:
Lifestyles:
Personality types:
Social groupings:
Other:

Now think of three or four people you know who fit the description of your ideal readers. What would each of them enjoy about your writing and want to gain from it?

The following people I know are part of my “target audience” and my “ideal readers” because:

1.

2.

3.

4.

Putting your exploration into practice: Are you having difficulty with this exercise? Here is a way to make it more personal and understandable. Choose a book (or poem, play, article, short story, etc.) you really love. Using the audience characteristics listed above, create a description of what you think the author’s target audience was for that piece of writing. Then describe why you like it so much. Are you part of the target audience? In what ways?

Don’t forget to place this exercise in your “Self-Exploration for Writers” binder.