



READER AVATAR WORKSHEET

READER AVATAR DEMOGRAPHICS

Geographic Location	
Age	
Pronoun	
Generation	
Relationship Status	
Educational Achievements	
Career	
Income	
Type of Residence (Rent, Own Home, Dormitory)	
Family Size	
Other	

READER AVATAR INTERESTS

Entertainment	
Industry and/or Business	
Family and Relationships	
Fitness and Wellness	
Religion	
Food and Drink	
Hobbies and Activities	
Sports	
Other	

READER AVATAR BEHAVIORS

Digital Activities	
Financial Activities	
Spending Habits	
Purchase Behavior	
Financial	
Travel	
Other	

READER AVATAR GENERAL INTERESTS

What are their concerns related to your book?	
What has happened in the past that contributes to their interest in your book?	
How do they feel about what happened in the past?	
What about your book matters to this reader?	
How does your book solve a need, pain, or make them feel good?	
What goes through their mind before they purchase your book?	
What is the trigger that makes them purchase your book?	
Other	



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