



Know Thy Reader Worksheet

“The future of publishing is about having connections to readers and the knowledge of what those readers want.”—Seth Godin

Now that you are clear about your goals and understand the value of building a brand, let's get started on understanding your readers.

Figuring out your audience is an important exercise because you need to know how to find them and reach them. You need to know where your readers spend their time and what social media sites they visit. There's no point in learning to be the next Twitter expert if your audience is not even on Twitter.

Do you know where to find your readers based on what you know about them? Your answer is probably “kinda.”

Understanding your readers will help you devise the best digital marketing strategy for you. Digital marketing is customized and personalized. It is essential for you to know your audience so you can serve them best. You should know their age group, gender, interests, which social media outlets they use and where they hang out online. Bottom line: The more you know about them, the better your marketing will be.

Once I was working with a client who hired us to help brand her before her book came out. She is a nutritionist and works with children and their eating habits. You may think that is a narrow audience but as we did the work we realized we needed to narrow the focus more. Once we realized her message was resonating most with parents of toddlers, her campaign and messaging became much more focused and successful.

Questionnaire: Identifying Your Audience

Think about your readers. Who are they? Your inclination may be to say, “everyone,” but there is no everyone.com. Just think about yourself as an audience for a minute. Do you read every type of book? Do all the magazine categories on newsstands appeal to you? Probably not.

We all can be identified (at least somewhat) by our categories of interest. The more specific you are in answering the reader profile questions below, the more successful your digital plan will be because it will be tailored to the needs of your specific audience. Be sure and take some time to consider your answers.

Base your answers on the majority of your readers. Of course there will always be exceptions, but keep in mind we are trying to build a plan for the majority. Also, I know you don't need these answers definitively, but it is important to ask yourself the questions and create a mental picture.

Here's what my reader profile looked like after I did this work:

My reader is an author or aspiring author who is proactive about their promotion. They are tech-savvy and curious about digital possibilities. My reader demographic is most likely an equal number of men and women, and in the age range of 26-62 and college educated. My readers are already using Facebook, Twitter and LinkedIn. They are fulfilling a lifelong dream to tell their stories or to help others by sharing their knowledge. They are BUSY!

What about your readers? Let's try to figure them out:

My Reader Profile

My reader is:

Male or female

Is _____ years old (give an estimated range. Just make it up)

(If relevant) Lives in _____ (setting or state or region)

Other books/authors/magazines he/she reads: _____

TV shows they watch:

What are some of the common values or traits of your ideal readership?

Does your audience have a problem, concern or frustration that your book seeks to solve?

What does your audience want?

What are the top three audiences for the book?

What do you consider the top competitive titles for your book?

Education level of your readers: _____

Do they need/want your book for pleasure or business? _____

Is your reader on social networks? Yes No

Which ones? _____

Notes: (What else might you know about your reader? Go with your gut!)

Your Reader Profile Statement (compile all you have learned about your audience here)



Online Marketing for Busy Authors: A Step-by-Step Guide

By Fauzia Burke

Foreword by S.C. Gwynne, *New York Times* bestselling author

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Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere, not only makes the job of building your online brand doable, but she proves that it can be fun and fulfilling, too.

Burke takes authors step by step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. Once that foundation is established, she walks you through the process of developing a personalized, sustainable long-term online marketing plan. She offers advice on designing a successful website, building a mailing list of super fans, blogging, creating an engagement strategy for social media, and more.



Fauzia Burke is the the author of [Online Marketing for Busy Authors](#) (Berrett-Koehler Publishers, April 2016) and the founder and president of [FSB Associates](#), the premier online publicity, marketing and branding firm for books and authors. Since the inception of the company in 1995, FSB has been a trendsetter in developing integrated online marketing campaigns that include web design, social media strategy, and online publicity.

Fauzia has promoted the books of authors such as Alan Alda, Arianna Huffington, Deepak Chopra, Melissa Francis, S. C. Gwynne, Mika Brzezinski, Charles Spencer and many more. A nationally recognized speaker and online branding expert, Fauzia writes for the Huffington Post, and many other online publications.

For online marketing, book publishing and social media advice, follow Fauzia on Twitter ([@FauziaBurke](#)) and Facebook ([Fauzia S. Burke](#)). For more information on the book and her company, please visit: www.FauziaBurke.com.