

Mo Reads You
Editing & Proofreading Services
Your Ideal Reader Profile

You're a *storyteller*. So, who are you telling your story to?

If you're writing for yourself, simply for the sake of writing, you probably don't need an Ideal Reader Profile.

But if your intention is to *tell your story to others*, to "get it out there," and to actually sell your book, you need to know who you're speaking to.

You need an *Ideal Reader Profile*. And you need to actually *put it in writing*.

Why?

Your Editor needs to know who you're talking to so she can ensure your tone, language, vocabulary, syntax, dialect, etc. are all consistent and appropriate to your Dear Reader.

When I say I'll read your manuscript *with the eyes of your reader*, I need to know who your reader is. I need to get into your head, *so I can get into their head*.

Now, you certainly don't need to answer every question on this list. Many items are included simply to get you *thinking deeply about your Dear Reader*. But, the more specific your answers are, the better your Editor can do her job.

So, get to it. Sit down with a cup of coffee, *daydream about your reader*, and start jotting down notes. Have fun with it! Once you get started, it'll be easier than you think. *Your Editor will thank you for it, and so will your Dear Reader*.

Name:

Gender:

Age (specific):

Parents/Family Background:

Ethnicity:

Religious Upbringing:

Where raised (City/State, Urban/Rural/Suburban):

Education Level:

School(s) Attended:

Good Student/Barely Got By?

Currently Resides (City/State):

Urban/Rural/Suburban?

House/Apartment/Condo?

Rents or Owns?

Monthly Expense:

Committed Relationship(s):

Married/Single:

Happy with Current Status?

Would prefer:

Children (#, M/F, ages)?

Industry and Job (specific):

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Income level (specific):

Salaried or Hourly?

Full Time or Part Time?

Vehicle/Transportation:

Owns car?

Make/model/year?

Paid off or monthly payments?

Religious Affiliation:

Practicing/Non-Practicing?

Political Affiliation:

Active or Armchair?

Votes?

Clubs and Organization:

Charities and Causes:

Active Involvement or Donations?

Financial Habits:

Saver/Spender?

Retirement Fund?

Consistent "Splurge" Item?

Health and Wellness:

Exercises Regularly?

Love or hate it?

Preferences?

Food Choices:

Healthy/Unhealthy/Hit-And-Miss?

Guilty Pleasure(s)?

Hobbies:

Passions:

Personality:

Reading Habits:

One or more books per month?

Preferred genres?

Series or Stand-Alones?

Hardback/Paperback/Ebook/Other?

Favorite books (up to five)?

Magazine Subscriptions?

Paper Copy or Online?

Actually Reads or For Show?

Preferred Entertainment:

Movies/TV shows?

Live Shows/Concerts/Festivals?

At Home or Go Out?

Solitary or with Group?

Favorite Restaurant(s)?

Social Habits:

Hangs out with Best Friend/Group of Friends?

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Childhood friends/Met through work/Met through social media/Other?
Travel?
Goes or Dreams?
Favorite Destination?
Long Vacation/Short Vacation/Weekend?
Alone or with Other?
Usual Cost?
Technology Usage:
Tech Savvy/Just Getting By?
Desktop/Laptop/Tablet/Smart Phone?
Apple or Microsoft?
Most-Used Apps:
Games Played Regularly/Platform:
Internet Usage:
Device(s) used for access?
Surfer or Favorite Sites?
Blogger or Blog Follower? Which Blogs (up to five)?
Newsletters or Email Subscriptions? Which ones?
Social Media Used: Most Used? How Frequently?
My Ideal Reader's Backstory:
What motivates them? **Tell the story of your Dear Reader.**

This Ideal Reader Profile has been pulled together from a number of sources, with my own items added along the way. Feel free to use it as is or change it as you like, and to pass it along to anyone it may benefit. - Mo