*Why do you need an Ideal Visitor Avatar?*

*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 visitor.*

*When I say I’ll read your copy 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.*

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

Name (pick an actual name):

Gender:

Age (specific):

Industry and Job (specific):

Years in Industry:

Position in Current Company:

Years with Company:

Salary:

Education Level:

School(s) Attended:

Good Student/Barely Got By?

Currently Resides (City/State):

Hobbies and Interests:

Technology Usage:

Tech Savvy/Just Getting By?

Desktop/Laptop/Tablet/Smart Phone?

Apple/Microsoft/Other?

Most-Used Apps:

Internet Usage:

Device(s) used for access?

Special Access Needs/Tools?

Mostly for Work, or also Personal Use?

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?

Parents/Family Background:

Religious Affiliation:

Practicing/Non-Practicing?

Political Affiliation:

Active or Armchair?

Votes or Not?

Clubs and Organization:

Personal/Professional?

Charities and Causes:

Active Involvement or Donations?

*This Ideal Visitor Avatar 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*