

Identify Your Ideal Reader

A 5-Step Clarity Worksheet

The better you understand and know your ideal reader, the easier it is to connect with them and write with purpose.

Picture One Real Person

Close your eyes and imagine the one person who needs your book most. This isn't a demographic profile — it's a living, breathing human. Maybe it's someone you've met, **someone you've been**, or someone whose story keeps you up at night. Describe them vividly — their age, where they live, what their daily life looks like, and what weighs on them.

Describe your ideal reader as a real person — name them if it helps...

Name Their Deepest Struggle

Every reader picks up a book because something is unresolved. What is the core pain point, question, or concern your ideal reader carries? Go deeper than surface frustrations — what keeps them up at night? What are they looking for? What in your writing answers their questions, gives them a break from the day to day? The more honestly you can name this, the more your book becomes the answer they didn't know they were looking for.

What is the one struggle, question, or need that drives them to seek out a book like yours?

Discover Where They Already Are

Your ideal reader is already showing up somewhere — online communities, bookstores, podcasts, writing groups, social media hashtags, or niche blogs. Think about where they go for comfort, inspiration, or answers. Knowing this helps you show up in the spaces where your words will be found, not just written.

List 3–5 places (online or offline) where you think your ideal reader already spends time...

Hint: Where do you spend time? What opportunities do you have right now to talk with people about what you do, who you are and what you write?

Define the Transformation You Offer

Great books don't just inform — they transform. Think about the emotional and practical shift your reader will experience after finishing your book. What will they believe about themselves that they didn't before? What will they finally feel ready to do? Describe the before-and-after arc you're creating for them. Will your story take them a way for a temporary respite from worries and stress?

Before reading your book, your reader feels _____. After, they feel _____.

Write Your Reader a Promise

Now bring it all together. Write a single, honest sentence directly to your ideal reader — **a promise of what your book will give them**. This isn't a sales pitch; it's a letter that sparks connection. My favorite thing to ask a writer is **“What can your reader expect from your book?”** Show them your voice and be authentic about it. This sentence will anchor your marketing and your creative purpose.

Dear Reader, here is the promise of my writing: (Example: My book will take you on an adventure where the main characters struggle with misbeliefs and together learn about acceptance and love, no matter what has happened in the past.)