

# Target Reader Questionnaire

**1. What is the age and gender of your target reader?**

**2. Describe your target reader. Is he/she married? Single? Working? What type of job? What economic level? Does he/she have lots of free time or is he/she pressed for time? What are his/her goals? Get as detailed as possible.**

**3. Why does he/she read your blog? What interests do you write about that line up with his/her interests?**

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**4. What is this reader struggling with right now?**

**5. How can you help this reader with this/these struggles? What do you have to offer? How can you be part of the solution?**

**6. Give this reader a name. Add any other describing factors that will help you remember him/her as you are writing blog posts and putting your newsletter together.**