



LUCINDA LITERARY

"Know Your Reader" Avatar Sheet



If someone were to buy your future book, what would that person look like? And why would that person in particular seek out *your title* specifically?

Agents and publishers are always studying and analyzing market trends to stay up to date on what readers are most looking for in different book categories. That's why **it's so important for you to present a clear picture of your target audience to agents when pitching your book idea.**

This resource provides you a list of questions to help you nail down who your book readers are by **identifying their demographic and psychological profile.** Once you answer the given prompts and land on your reader's profile, use your findings to inform your elevator pitch, book overview, synopsis, book proposal, and/or query letter you send to agents and editors.



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Demographic Profile

What **gender(s)** would relate to your book the most? (i.e. are most of the characters female? Is the subject matter skewed towards a specific gender-identifying group?)



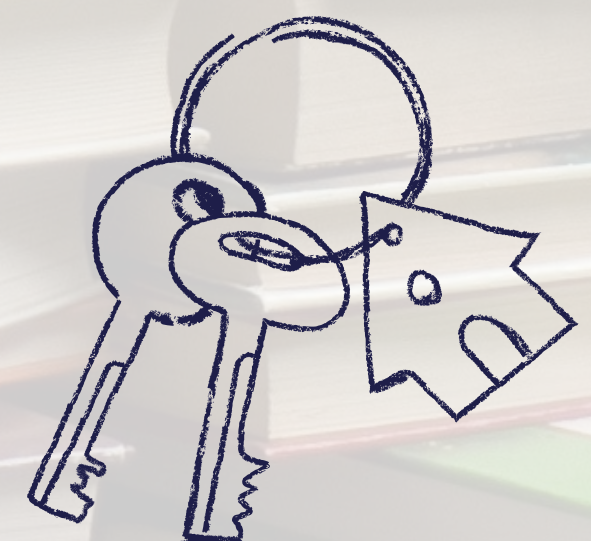
What **age group** would your book appeal to the most? Even if your book isn't YA, middle grade, or children's, there's probably an age range that finds your book most appealing.

What **level of education** has your average reader likely achieved?



What type of **job** does your ideal reader have?
How much **money** do they make?

Where does your reader **live**?





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Psychological Profile



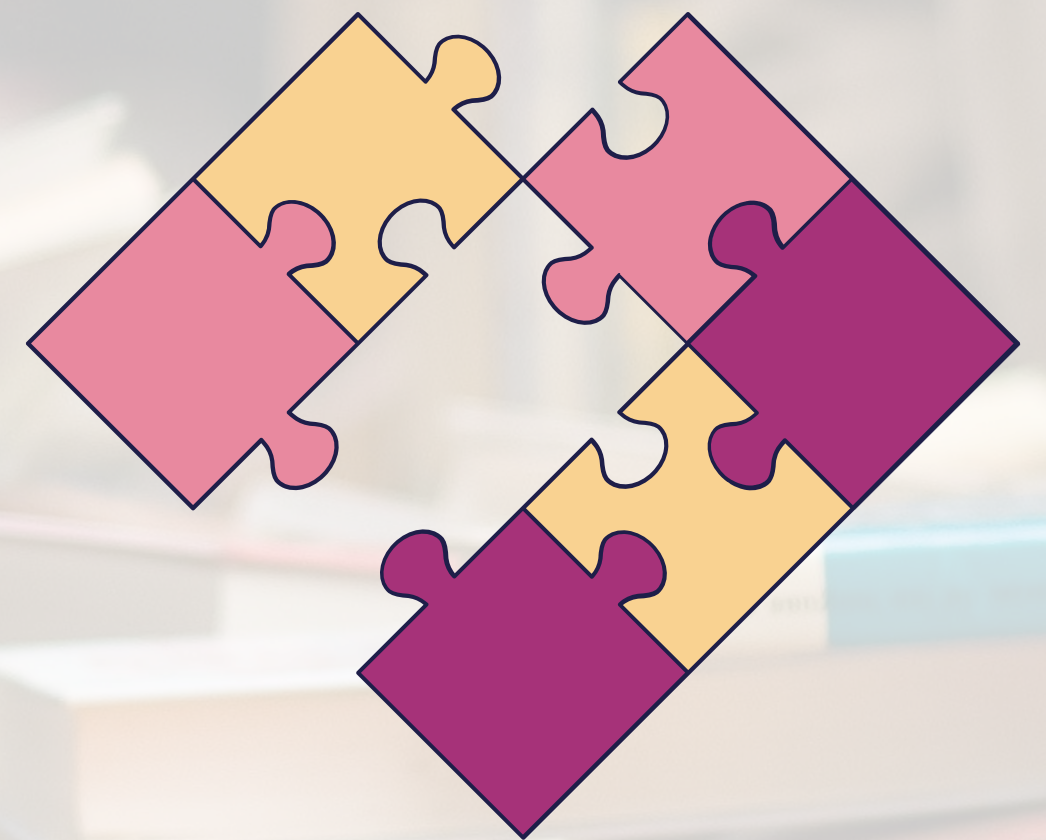
What are your reader's **interests** outside of work or school?



How does your reader **feel** on the daily?

What **value system** does your reader believe in?

What are they **lacking**?



What causes your reader the most **anxiety**?

What are the biggest **challenges** your reader faces in life?



What are their deepest **desires**?

What does your reader **need**?

What does your reader truly **want** out of life, or what is their **goal** in life?

