

THE 4-PART SYSTEM TO  
DEFINE AND ATTRACT  
YOUR **TARGET AUDIENCE**

Part 2: UNDERSTAND

>> Audience “Deep Dive” Worksheet <<

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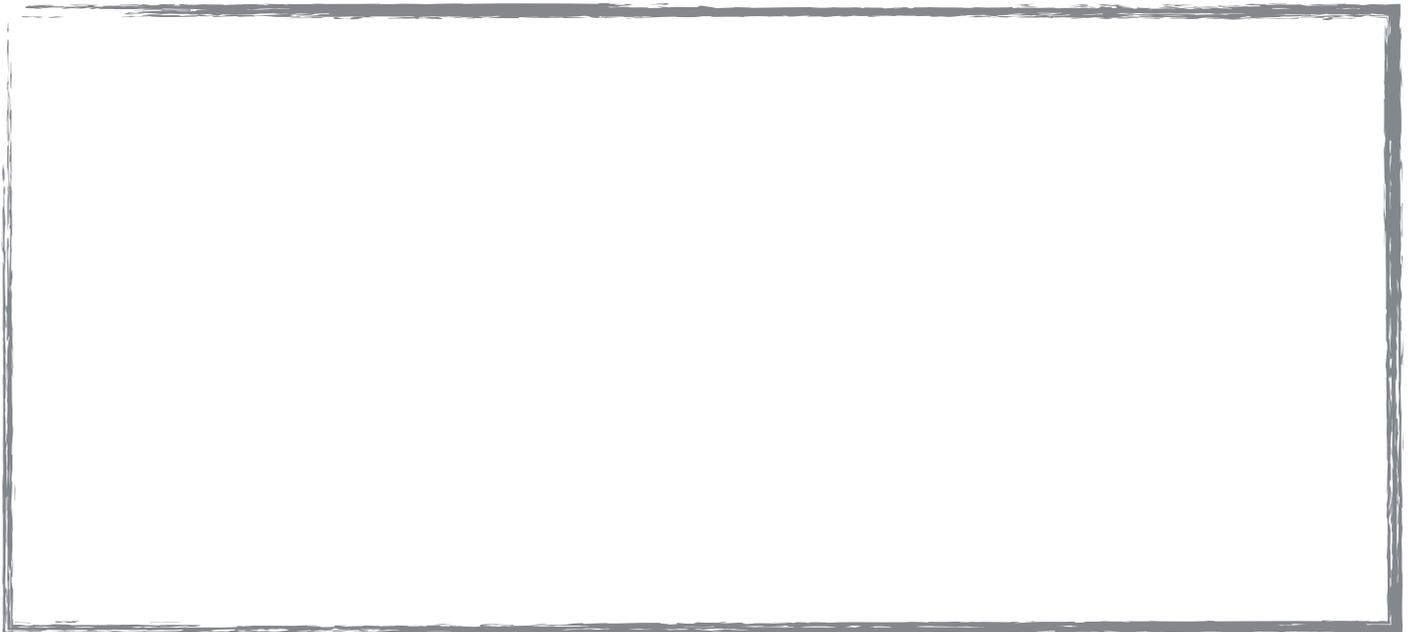
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#### THEIR MOST PRESSING PROBLEM OR DESIRE

**Your goal:** to understand and articulate your readers’ problems or desires better than they can themselves.

- This is *their* most pressing problem, not yours.
- By vividly describing their problem it demonstrates on a basic level that you empathize with them — you “feel their pain”.
- The better you understand your audience, the more equipped you are to identify and define their problem or desire.
- Don’t try to create desire or interest where there is none – share your work in a way that encourages people who are already interested, to take action.

My ideal reader’s most pressing problem or desire:



## HOW THEY THINK

### **How to get inside your reader's head:**

- Connect in real life
  - Spend time with *real* customers
  - See what speakers are talking about on stages
  - Be a part of your reader's world
  - Litmus test: would I read or watch this?
  - Call them or take them for coffee
- Monitor social
  - Engage in "social listening"
  - Note comments and conversations on your blog or other online groups
  - Watch your "competitors" and influencers
  - Look at how other industries attract and reach the same or similar target audiences.
- Dig deeper with data
  - Ask questions
  - Observe your audience on your own virtual property
  - Conduct keyword research
  - Follow your reader's buying or engagement journey
- Create an Empathy Map

## The 4-Part System to Define and Attract Your Target Audience

### >> My Ideal Reader Empathy Map <<

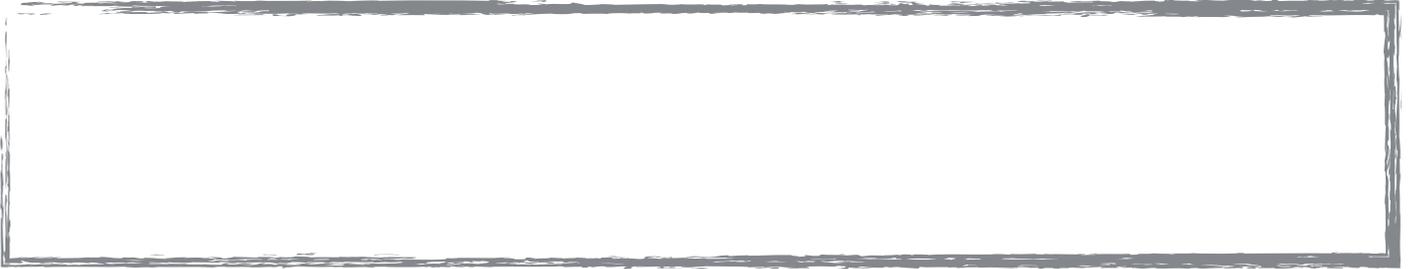
Use with your ideal reader persona developed in video 1, plus all the additional info you've gleaned about your audience through your surveys, interviews, book reviews, analytics insights, social media mentions and real life interactions.

Say		Do	Insights
Think		Feel	
Challenges/Obstacles		Goals/Hopes	

- Note what people say, do, think and feel before and after purchasing your book.
- What insights did you discover; what do you now about your audience now that you didn't know before?
- What challenges or obstacles must they overcome?
- What do they hope to gain or experience from your book? What desires or needs do they hope to meet?

## THE LANGUAGE THEY USE

- Observe your readers in their natural habitat.
  - What words are being used, and what emotions, opinions, beliefs, are being expressed? What terms or phrases do they use when they search for books or blogs like yours?



- Research what other authors and influencers have to say.
  - How are others in the same genre (as well as different industries targeting your ideal market) “speaking” to their audiences? How can you model what they’re doing to reach the same people?

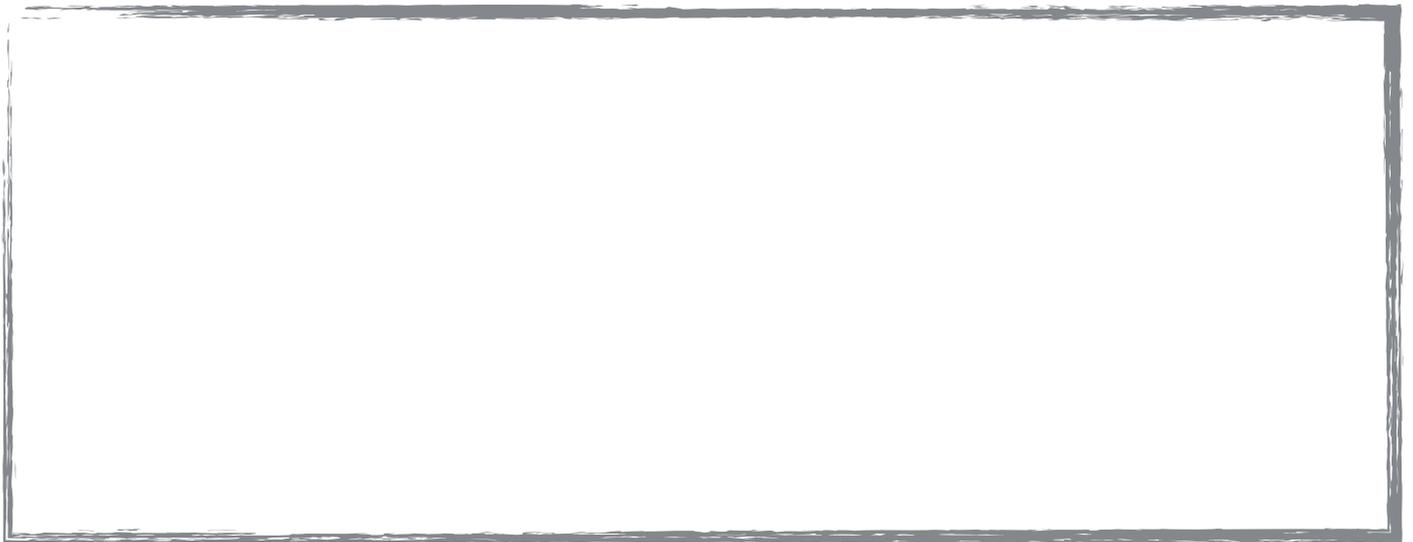


- Connect art and audience.
  - How will you address, interpret and share your audience’s needs and desires through your unique personal brand.



## WHERE THEY ARE

- Reach your audience both directly and indirectly (via influencers) through:
  - social media
  - your blog posts
  - guest posts
  - comments
  - groups
  - forums
  - topic-related industry events
  - meetups
  - book clubs
  - online/offline book tours
  - Skype and other presentations (schools, businesses, organizations)
  - events, festivals and expos
  - traditional, local media
  - podcasting or live broadcasting (Google Hangouts on Air, Periscope)
  - join forces with local merchants
  - collaborate with other authors
  - encourage your fans to help market your (street teams)
  - donate your book
  - back of room sales
- Re-create your readers' search patterns and increase your exposure in those places where they are looking for answers. Note where your readers are already congregating, both online and off.



## WHAT THEY WANT VS. WHAT THEY NEED

### Two aspects to this:

1. People may not always know or be able to articulate what they need.
  - What have you discerned are the wants, needs or desires of your target audience?



2. It's an author's job to anticipate their readers' wants and needs over time.
  - What underlying market shifts may affect your readers in the future?

