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CHRISTIAN AUTHOR/SPEAKER

IDEAL READER PROFILE TEMPLATE

Section 1: Demographics & Background

- Fictional Name: _____
- Age & Generation: _____
- Gender/Identity: _____
- Location Profile (e.g., Urban, Suburban, Rural, Region, Country):

- Occupation & Education Level: _____
- Estimated Disposable Income (e.g., Budget-conscious, Mid-career, Retired):

Section 2: Psychographics, Lifestyle & Mindset

- Core Values & Beliefs: _____
- Primary Fears or Struggles: _____
- Hobbies & Free-Time Activities: _____
- What Brings Them Joy: _____

Section 3: Media Consumption & Sourcing

- Sources of Information (e.g., Blogs, News outlets, Specific Online Forums):

- Social Media Platforms Used Most (e.g., TikTok, Pinterest, Instagram, Reddit):

- Other Entertainment Preferences (e.g., Podcasts, Streaming TV genres, Movie styles):

Section 4: Book Discovery & Reading Habits

- Preferred Reading Genres & Sub-genres: _____
- Preferred Book Formats (e.g., Audiobook, E-book, Mass-market paperback, Deluxe hardcover): _____
- Favorite books and authors in genre: _____
- Discovery Channels (e.g., Indie bookstore displays, Email newsletters, Word of mouth):

- Reading Environment & Frequency (e.g., Nightly before bed, Audiobooks during gym sessions): _____
- Pain points or frustrations in finding appealing books in genre: _____

Section 5: The Reader Summary

- Give the persona a name: _____
- One-Paragraph Summary (Synthesize the details above into a brief 2–3 sentence narrative that paints a clear picture of this individual):
