

My Target Audience

Book Title: _____ **Genre:** _____

Personification

Name: _____

Age: _____

Sex/Gender: _____

Ethnic Background: _____

Livelihood

Location: _____

Education Level: _____

Income Level: _____

Occupation: _____

Family Life

Marital Status: _____

Family Status: _____

Lifestyle

Personality: _____

Attitudes/Values: _____

Interests/Hobbies: _____

Behavior: _____

Where does _____ hang out?

In Person:

Online:

Ideas to connect with _____.

My Target Audience

Example!

Book Title: Loading Life

Genre: YA Fantasy (Scifi mix)

Personification

Name: Aliyah Jones

Age: 15

Sex/Gender: female

Ethnic Background: ---

Livelihood

Location: big town (not quite a city)

Education Level: 10th grade

Income Level: no job, yet.

Occupation: student; member of anime club

Family Life

Marital Status: single (duh)

Family Status: one sister, one brother, mom and dad

Lifestyle

Personality: bubbly but shy.

Attitudes/Values: Friendship and family are important!

Interests/Hobbies: reading, cosplaying, anime, writing/reading fanfiction

Behavior: tries to finish her homework asap so she can watch anime before dinner.

Where does Aliyah Jones hang out?

In Person: In bookstores and at the library, especially when the anime club is in session. She loves going to anime conventions and plans on traveling the country to go to more!

Online: She is a part of some Facebook groups about anime and cosplaying. She just got an Instagram and follows all the coolest cosplayers and bookbloggers.

Ideas to connect with Aliyah Jones.

Join Facebook groups about anime and cosplaying and share my experiences at cons and my favorite shows. Go to anime conventions a part of the artist alley and do some panels concerning fanfiction writing and publishing as a self-published author. Work with local bookstores and anime clubs to do speaking events about nerdy topics like fantasy writing and getting ideas from anime.