

Who is this book for?

Check or highlight all that apply.

As wide of an audience as possible!

My community of colleagues, kindreds, etc.

Only for a special circle of friends and kindreds

Only my friends and family

Only my extended family

Only my family

Who are your ideal readers?

The questions beyond the first three may or may not feel relevant to your book

They are there for you to explore or skip!

What is their age range?

Where do they live?

What are their interests + values?

What is their personal style?

What other books are on their bookshelves?

What are their favorite websites?

Where do they like to shop?

"If there's a book
that you want to
read, but it hasn't
been written yet, then
you must write it."

Toni Morrison