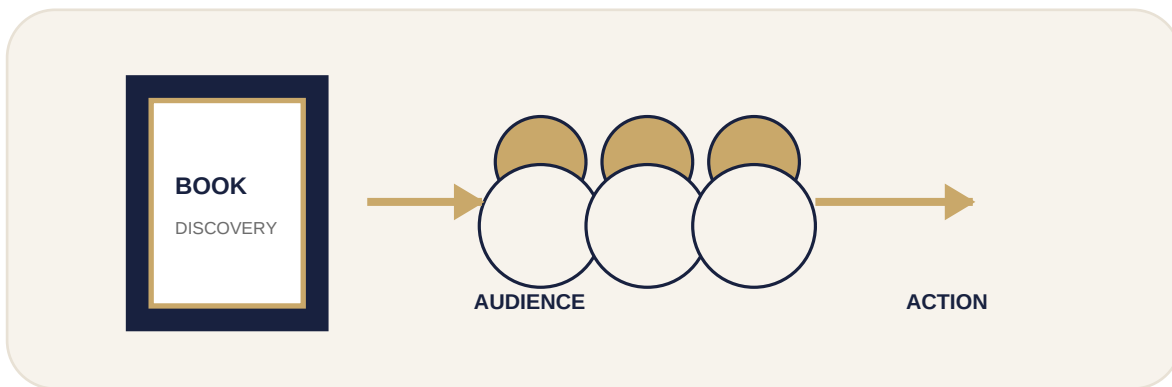


SOPHIE ELLIS CLARK

The Ideal Reader Worksheet

A guided workbook for understanding who your book is for and where those readers may discover it.



A practical resource for authors who want clearer positioning, stronger reader connections and more intentional book discovery.

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How to use this resource

Do not try to complete everything in one sitting. Work through the sections that match your current stage, mark the actions you will take, and return to the resource as your marketing develops.



READER COMMUNITY

Build relationships, not a list of targets.

Your reader-first rule

Good book marketing is not about being everywhere. It is about making the right message easier for the right reader to notice, understand and act on.

Why the Ideal Reader Matters

Marketing becomes easier when you know who you are speaking to. The ideal reader is not a stereotype. It is a working profile that helps you choose better messages, communities and content.



READER COMMUNITY

Build relationships, not a list of targets.

Reader Profile

- Age or life stage, if relevant
- Genre preferences
- Favorite authors
- Favorite books
- Hobbies and interests
- Questions or problems
- Emotional reasons for reading
- Where they discover books

Reader Discovery Map

Check	Action	Notes
■	Where do they search for recommendations?	
■	Which communities do they join?	
■	Who influences their reading choices?	

Check	Action	Notes
■	What language do they use to describe their interests?	
■	What makes them stop scrolling?	
■	What makes them trust a recommendation?	

Reader Interview Questions

- What makes you choose a new book?
- What makes you abandon a book?
- Where do you usually hear about new authors?
- Which themes make you curious?
- Do you belong to any reading groups?
- What would make you recommend a book to a friend?

Build Your One-Paragraph Reader Profile

My book is most likely to resonate with readers who _____. They enjoy _____. They are curious about _____. They tend to discover books through _____. They are likely to choose my book because _____.

Reader Match Test

Before using a channel, ask: Is my reader actually there? Is my book relevant to the conversation? Can I contribute something useful? If the answer is no, choose another channel.

Your next 3 moves

Choose three actions you can complete in the next seven days. Keep them small enough to finish and specific enough to measure.

1. _____

What will tell me this is complete? _____

2. _____

What will tell me this is complete? _____

3. _____

What will tell me this is complete? _____

A final reminder

Your book deserves more than random promotion. Give it a clear promise, a defined reader, a thoughtful discovery path and a consistent reason for people to care.

With purpose, clarity and reader-first strategy,

Sophie Ellis Clark

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