



SEO & Product Writing & Blogging Training
www.jtid.co.uk

Your Perfect Reader

Name.....

Age.....

Sex.....

Marital Status.....

Profession/Job.....

Annual Income.....

Do they have kids.....

Describe how they dress:

.....
.....
.....

Are they well groomed.....

Name three films they would like

Name three bands they would like

1.....

1.....

2.....

2.....

3.....

3.....

Where would they go on holiday.....

Name three online publications they would read.

1.....

2.....

3.....

How do they consume their online content. Phone/Tablet/PC etc.

.....

Write 150 words on exactly what your ideal reader wants to see from your blog.