

Pages & Platforms presents

# Meet Cute with Your Ideal Reader



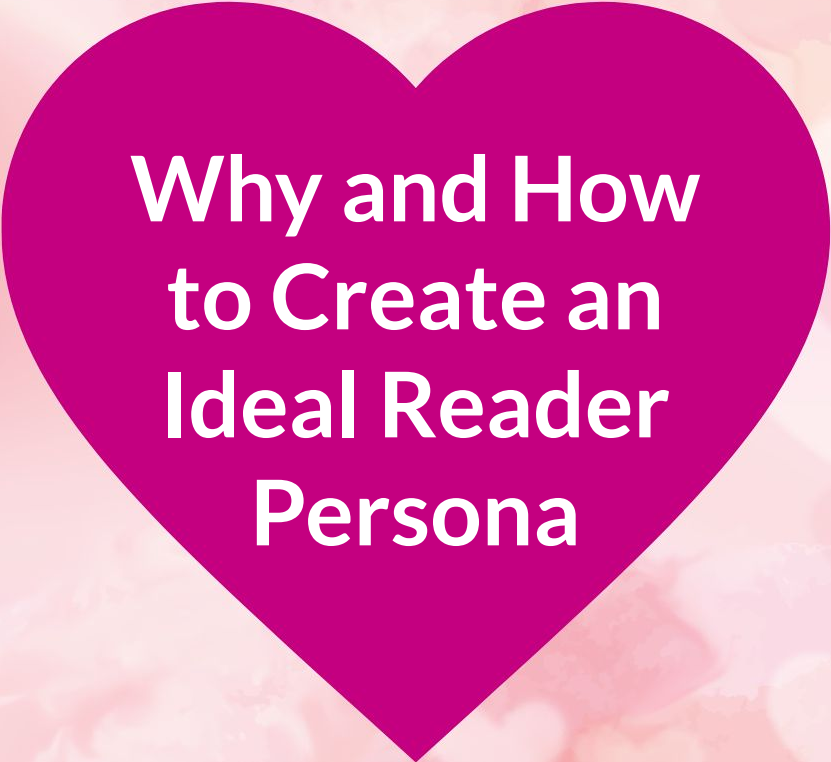
## Hi, I'm Sue.

- ♡ Book Marketing & Mindset Coach
- ♡ I work with award winning & bestselling authors both traditionally and independently published
- ♡ I help fiction & nonfiction authors to grow their platforms and sell more books



Sue Campbell

Today you will **learn:**



**Why and How  
to Create an  
Ideal Reader  
Persona**



**Next  
Steps**



**Q & R**





LOVE STORY

♥ What a reader  
persona is



LOVE STORY

- ♥ What a reader persona is
- ♥ Why you need one





LOVE STORY

- ♥ What a reader persona is
- ♥ Why you need one
- ♥ How to create one



LOVE STORY

- ♥ What a reader persona is
- ♥ Why you need one
- ♥ How to create one
- ♥ How to use one

**But first:**





**But first:**  
Understand where  
your reader persona  
fits into your bigger  
marketing picture





# The Author Platform Quickstart Framework:

Adjust Your Mindset

Build Your Platform

Find Readers

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♡ Identify goals  
and dreams

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- ♡ Identify goals and dreams
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- ♡ Build a website & email list

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- ♡ Research & connect with influencers

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# Create an Ideal Reader Persona

Written by popular author and blogger Sophie Hudson, this beautiful journaling devotional reminds you that Jesus is your *All in All*—over all, through all, and in all that you do.

As you dig in to Sophie's words and wit, you'll better understand the freedom that comes from a life filled with Jesus, wherever you are. Each of the 100 devotions is followed by journaling prompts that will keep you thinking and help you grab all the goodness He has waiting for you.

*Sophie Hudson* loves to laugh more than just about anything. Through her books and her popular blog, BooMama.net, she encourages encouragement in the everyday, joy-filled moments of life. A fan of pjama pants, Sophie loves cheering at college football games and watching entire seasons of TV shows in record time with her husband and son in Birmingham, Alabama.

YOUNG ADULT NONFICTION  
Devotional

ISBN 978-1-4822-1482-2





**Reader  
persona:**  
a character  
sketch of the  
ideal reader  
for your book



You might be  
tempted to  
skip this.



# Consequences:

# Consequences:

♥ Wasted time



## Consequences:

- ♥ Wasted time
- ♥ Wasted money

## Consequences:

- ♥ Wasted time
- ♥ Wasted money
- ♥ Wasted energy



## Consequences:

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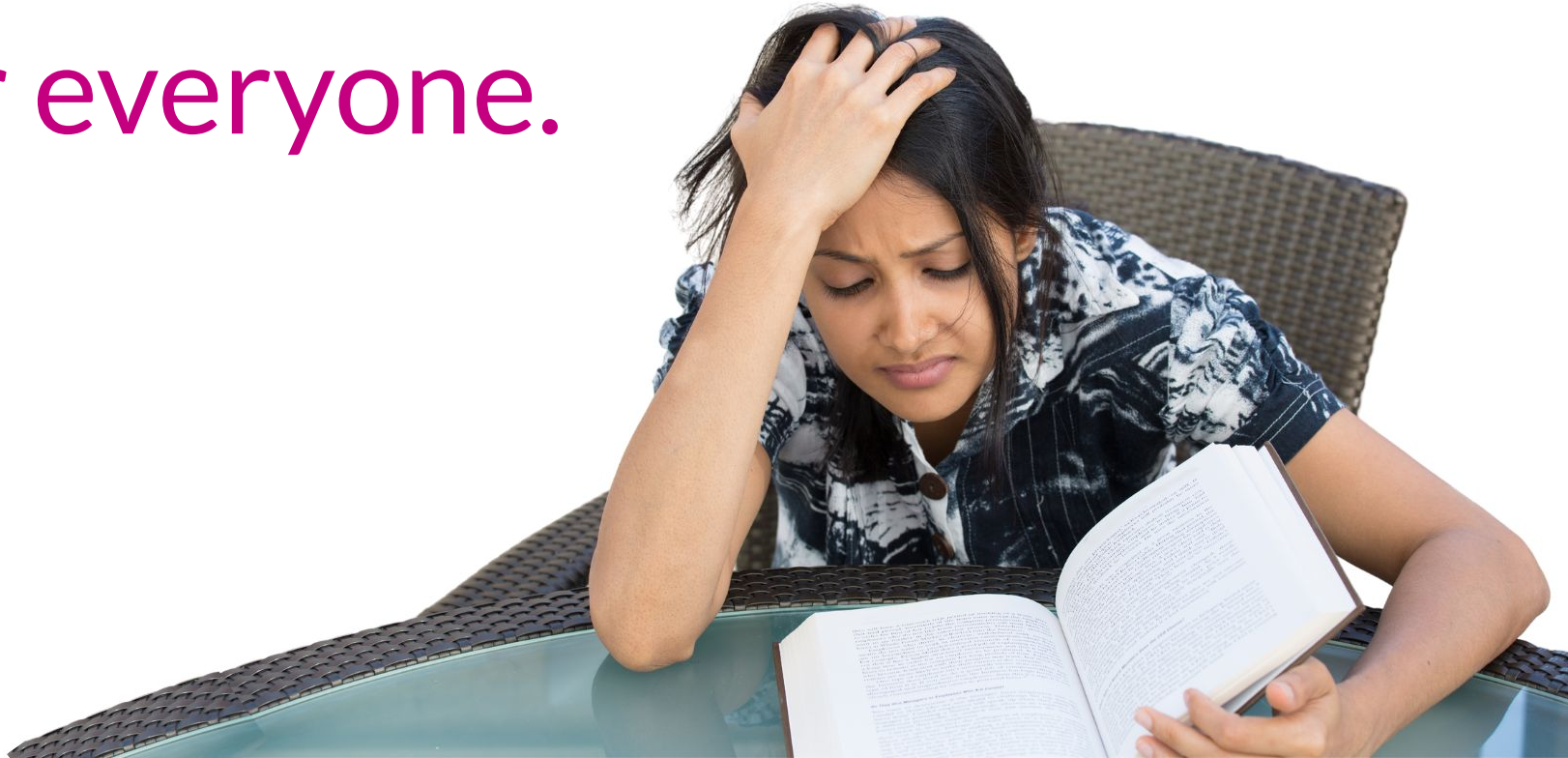
- ♥ Wasted time
- ♥ Wasted money
- ♥ Wasted energy
- ♥ Watered down marketing that doesn't speak to anyone
- ♥ Frustration over lack of sales



If you want to find  
an audience for  
your book, you  
need to know  
who you're  
looking for.



Your book isn't  
for everyone.

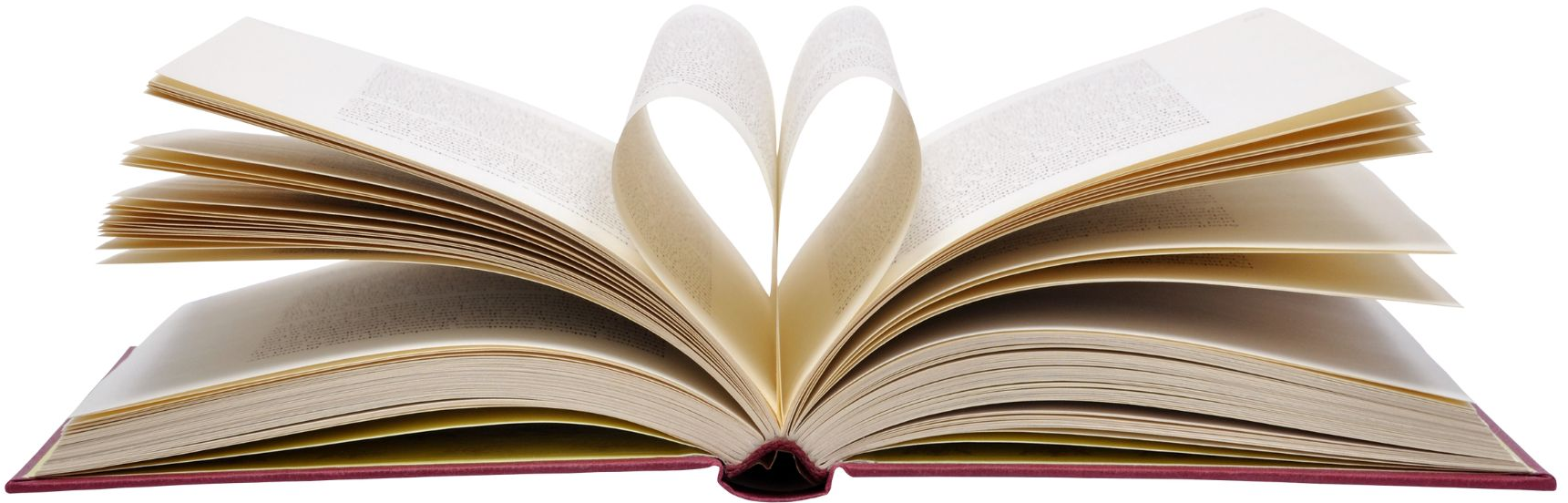




24%

of U.S. adults surveyed in  
2018 hadn't read even part of  
one book in the past year...

So now what?

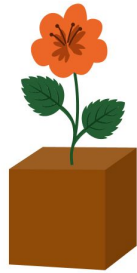




# Find Your Minimum Viable Audience



# THE WAR OF ART



STEVEN PRESSFIELD

**Sold over 500,000  
copies**

US population: 327 million  
World population: 7.5 billion



# How to create a reader persona





Who's it for?

## Who's it for?

- ♥ What's your genre and story type?

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- ♥ What's your genre and story type?
- ♥ What are some comp titles?
- ♥ How is your book different from those?



# The War of Art



# The War of Art

♡ Genre: Nonfiction Big Idea Book



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- ♡ Genre: Nonfiction Big Idea Book
- ♡ Comp titles:



# The War of Art

- ♡ Genre: Nonfiction Big Idea Book
- ♡ Comp titles: *Bird by Bird*;



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- ♡ Who reads those books?



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- ♡ How is it different?



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- ♡ Genre: Nonfiction Big Idea Book
- ♡ Comp titles: *Bird by Bird*; *The Elements of Style*
- ♡ Who reads those books? Writers who want to improve their craft, or people who want to be writers
- ♡ How is it different? Focuses on battling Resistance, not improving writing skills





Sleuthing





# Sleuthing

- Read the reviews









# Sleuthing

- Read the reviews
- Visit the website





# Sleuthing

- Read the reviews
- Visit the website
- Look on social media and see if there's a fan following

Another  
approach





A photograph of two women sitting at a table in an office, engaged in a conversation. The woman on the left is wearing a light-colored blouse and has her hands clasped on the table. The woman on the right is wearing a blue long-sleeved top and glasses, also with her hands clasped. They are positioned in front of a large window that offers a view of a city skyline. The text 'Interview an actual reader' is overlaid in the center of the image in a pink, sans-serif font.

# Interview an actual reader

Ask:



Ask:

♥ What are your favorite books? Why?

## Ask:

- ♥ What are your favorite books? Why?
- ♥ How do you decide what books to read?

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- ♥ What podcasts do you listen to?
- ♥ Subgenres?

Writing it up



# Demographics:

Age

Gender

Ethnicity

Religion

Location

Occupation

Relationship status

Education

Income level

Children

Leisure time per week

# Psychographics:

Biggest problem

Favorite book

Favorite movie

Goals

Political affiliation

Favorite media outlets

Hobbies

Values

Habits

Social media use





## Example persona for *The War of Art*

**Name: Steve Aarons**

- ♡ Age: 43
- ♡ Gender: Male
- ♡ Ethnicity: White
- ♡ Religion: Secular
- ♡ Location: California
- ♡ Occupation: Business Analyst
- ♡ Relationship status: Divorced
- ♡ Education: BA
- ♡ Income level: \$120,000
- ♡ 2 kids
- ♡ 8 leisure hours per week



## Example persona for *The War of Art*

### **Name: Steve Aarons**

- ♡ Biggest problem: Wants to write but gets stuck easily
- ♡ Favorite book: *On Writing*
- ♡ Favorite movie: *Glengarry Glenross*
- ♡ Goals: Write a novel
- ♡ Political affiliation: Democrat
- ♡ Favorite media outlets: NPR
- ♡ Hobbies: Cycling
- ♡ Values: Creativity
- ♡ Habits: Goes for a long bike ride every Saturday, listens to podcasts during commute
- ♡ Social media: Instagram, Twitter & Reddit

A narrative  
approach







## Rob Ashton's ideal reader for *The Way We Write is Wrong*

### Ryan

Ryan is a 40-year-old man living in West Seattle.

He's been married to Megan – a family physician – for six years, and they have an eight-year-old daughter, Mia. They live in the West Seattle area, an upmarket neighbourhood that they moved to last year for the schools and to improve their quality of life. Ryan loves the access it gives them all to the outdoors: not just the saltwater beach parks along Puget Sound and Elliott Bay but the area's green space and urban forest – he's a keen mountain biker.

He works as a project manager for the infrastructure consulting giant Aecom. It's a multinational firm with offices around the globe. Although its HQ is in Los Angeles, it also has an office in downtown Seattle, at 1111 Third Avenue.







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## Rob Ashton's ideal reader for *The Way We Write is Wrong*

### Ryan

Before the pandemic, Ryan used to commute there by water taxi. But he now divides his time between working in the office and working from home. Often, most of his dealings are with colleagues in other offices anyway (especially the LA headquarters). He also spends a lot of time working with clients, many of whom speak English as a second language, work in different time zones or both. He worked on the King Abdullah Port in Saudi Arabia and the Newmarket Viaduct in Auckland, New Zealand, for example.

As a result, much of his communication with colleagues and clients is asynchronous. Often he's sleeping while correspondents are working, and vice versa. He therefore relies heavily on Slack and email.





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A major challenge for Ryan is getting things done in this environment. Often it feels like herding cats. Sometimes, it's even harder than that. As well as dealing with language and time differences, he has to deal with cultural and emotional issues among his colleagues (as well as his own). He also wrestles with office politics and competing interests. Many different types of profession work within the firm, which can cause issues that he has to manage. For example, the civil engineers often don't see eye-to-eye with the accountants who hold the purse strings. Ryan gets caught in the middle and it can be a real struggle to drag everyone over the finish line.

He has to explain and re-explain things again and again, often adjusting his message for each audience.





## Rob Ashton's ideal reader for *The Way We Write is Wrong*

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He's also bombarded with multiple streams of information, which he has to inwardly digest and communicate up and down the management chain, as well as to the client. He also has to filter out an awful lot of digital noise. And if he gets it wrong, the firm could lose millions and he could lose his job.

Given Ryan's age, he has traits of both Generation X (he's slightly jaded about the job) and Millennials (he's open new ways to fix old problems, but feels the pressure to succeed). He likes the idea of benevolent disruption and really likes to understand what makes people tick.





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He's at the stage in his career where he's still committed and ambitious. He earns \$130k a year, but he has to work very hard for it. That's where a lot of his frustration comes from. Though he's not fully aware of it, much of the written communication creates a headwind. It's like every email generates five queries in response. He's got a lot of drive and wants to push things forward, but he's continually thwarted.

He also has clients and senior management to appease. Often he feels that life would be so much easier if it weren't for the fact that he has to work with people.







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### Ryan

Outside of work, he's far from idle too. He has a social conscience and is heavily involved with a community project to convert a former church into a shelter for homeless people. But there are frustrations there too – and often the same ones. Even though it's clear that everyone should in theory be working for a common cause, he still finds himself responding to queries on WhatsApp and Gmail that sometimes make him wonder why he bothers. In fact, this community work can be even more challenging, as he has no line-management authority. He has to be aware of group politics, emotions, people who want to feel important (because they don't in their day jobs) or who want to take control. He often feels like he's treading on eggshells, all the while reminding himself that the people working on the shelter project are all volunteers.





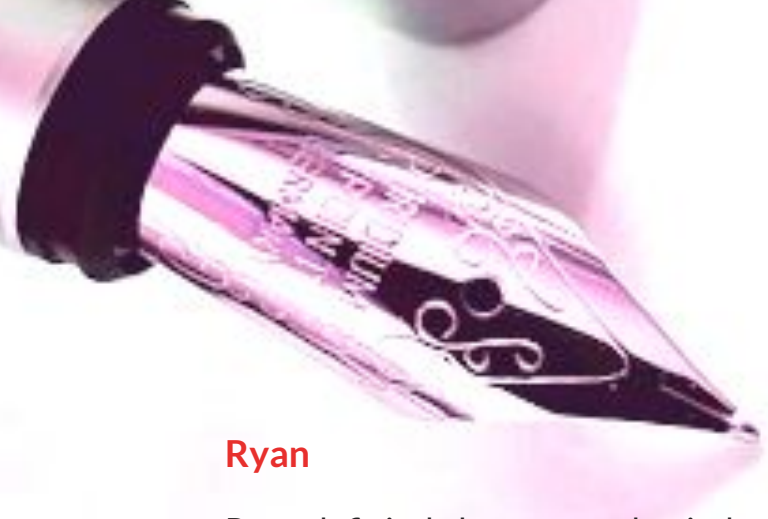
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Ryan definitely has a growth mindset. He's a lifelong learner and a keen consumer of books. He's into pop psychology and is always trying to work out what makes people tick – if only to help him solve the issues I've already mentioned.

This is not just down to his curiosity but to enlightened self interest. He sometimes tires of trying to keep everyone happy, but he feels quite strongly that if he could just get the human communication element to work a little better, everything would improve. (He'd even avoid some of the tetchy text exchanges he has with Megan.) It's the rising tide that lifts all boats. So he's continually on the lookout for things that might help.





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# ATTRIBUTES







## Rob Ashton's ideal reader for *The Way We Write is Wrong*

### Ryan

He's willing to invest to get things done, rather than weighing up the pros and cons of buying a book that might help. He has a company credit card, which he can even use to buy books for his direct reports and colleagues when he finds any that might help.

If he finds an idea or an author he likes, he tends to binge on their content – often buying the audio, Kindle and paperback versions of the same book, as well as searching for podcast interviews they've done. When he used to commute, he would listen to audiobooks and podcasts there and back. He still does this at home while doing the chores or walking the family's golden retriever, Shona. But he also reads physical and Kindle books a lot more than he used to.





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# BUYING HABITS





Rob Ashton's ideal reader for *The Way We Write is Wrong*

Ryan

Here are some of his favourite authors ...

James Clear  
Malcolm Gladwell  
Steven Pinker  
Adam Grant  
The Heath Bros.  
Robert Cialdini  
Tim Harford

# BUYING HABITS





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His favourite podcasts include Invisibilia, Hidden Brain, Revisionist History and Cautionary Tales.

He uses Instagram, WhatsApp and Twitter, but not Facebook. Politically, he's slightly left of centre and is slightly frustrated that the Biden administration is not moving quickly enough on certain issues – particularly climate action. If he got the chance to work on a renewable energy project, he'd jump at it.







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# INTERNET HABITS

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# Using the Persona



# Using the Persona

- ♥ Design a reader magnet for that person



## Silent Influence [free training]

It may feel like we live on Zoom these days, but we actually spend far more time writing than in meetings – real or virtual.

If you want to change something at work, you'll probably need to write a proposal. You build (or damage) relationships through email and messaging apps like Slack, SMS or Teams chat. And what else is all of this if not writing? Yet most people know little of the science behind these activities, even though it holds the key to success and failure.

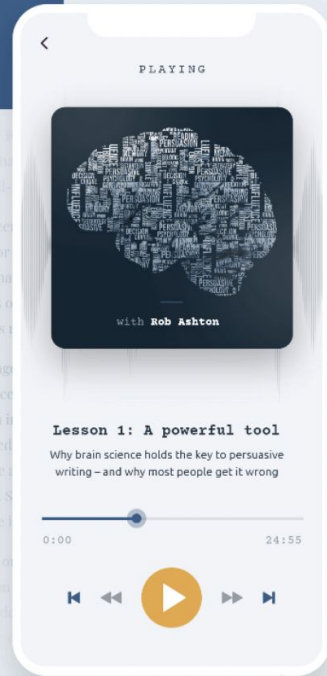
### Claim Your Free Place Now

In this free, five-part training course, I'll reveal for you the hidden science that keeps us from persuading and building relationships through the words we write. In as little as ten minutes a day, you'll discover how to make it your hidden superpower. (Delivered in both audio and text form – so you can learn in whatever way works best for you.)

\* I am happy for you to send me email (required for course)

ACCESS THE TRAINING

I will never send spam. You can unsubscribe at any time.





# Using the Persona

- ♥ Design a reader magnet for that person
- ♥ Write to that person when you write website copy and your newsletter



# Using the Persona

- ♥ Design a reader magnet for that person
- ♥ Write to that person when you write website copy and your newsletter
- ♥ Write to that person when you craft articles



# Using the Persona

- ♥ Design a reader magnet for that person
- ♥ Write to that person when you write website copy and your newsletter
- ♥ Solve that person's problems when you craft articles
- ♥ Find where that person hangs out online to guide your outreach efforts



# Using the Persona

- ♥ Design a reader magnet for that person
- ♥ Write to that person when you write website copy and your newsletter
- ♥ Solve that person's problems when you craft articles
- ♥ Find where that person hangs out online to guide your outreach efforts
- ♥ Talk to that person when you're on a podcast or at a speaking gig





Power in Specificity.



Reach your ideal  
readers and they begin  
doing your marketing  
for you.



A quick review of what  
you've learned today...



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- ♥ How to create one



LOVE STORY


- ♥ What a reader persona is
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- ♥ How to create one
- ♥ How to use one



Grab a free template for creating your  
ideal reader persona:

**[pagesandplatforms.com/  
free-persona-template](https://pagesandplatforms.com/free-persona-template)**



A vertical arrangement of several red felt hearts of various sizes and patterns (some plain, some with stripes) and a red ribbon, positioned on the left side of the page. The hearts and ribbon are scattered vertically, with some overlapping. The ribbon is a vibrant red and forms several loops and curves. The hearts are also red, with some having small white buttons or patterns on them.

What you've just  
learned is a  
prerequisite for...





# How to Get Big Names to Promote Your Book





**Upcoming Workshop:**

How to Get Big Names  
to Promote Your Book







# Upcoming Workshop:

# How to Get Big Names to Promote Your Book

Monday, June 27 & Thursday, June 30

TIME: 2-3:30 PM PACIFIC / 5-6:30 PM EASTERN





# JOIN US NOW

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Two 90-minute sessions for...

**\$129**

One year of access





**To join, visit**  
[pagesandplatforms.com/  
influencers-workshop](https://pagesandplatforms.com/influencers-workshop)

Or use the buttons  
below the video.





# BONUS!

## *The Pages & Platforms Book Marketing Workbook*

(ePub, Mobi & PDF)







# PRAISE FOR THIS WORKSHOP

"There is knowing what to do and then doing it, and Sue Campbell will amaze you with both. I learned new ways to reach out to new audiences of potential readers and then, with Sue's ever-helpful guidance, started doing it. Finally, I'm on my way."

—Michael Gordon, author of *Becoming a Social Entrepreneur* and professor at the University of Michigan

"Sue's Influencer workshop was excellent. In addition to being fun, engaging and interesting, it oriented me to the seemingly gargantuan task of running a professional-level influencer campaign. In just a few short hours, I was able to think through a strategy that's right for my book and put to use many of the super-practical tips, techniques and guidelines that Sue presents. No matter what genre you're in or level of experience you have, if you're an author you should do this workshop."

—Ashley Rindsberg, author of *Tel Aviv Stories*





**To join, visit**  
[pagesandplatforms.com/  
influencers-workshop](https://pagesandplatforms.com/influencers-workshop)

Or use the buttons  
below the video.





Q&R

