

Ideal Reader Profile (Personas) - January 2019				
	PERSONA 1 Jennifer	PERSONA 2 Karen	PERSONA 3 Elizabeth	PERSONA 4 Mary
<b>Demographic Profile</b>				
Age	38 (35-40)	45 (40s)	57 (50s)	63 (60+)
Education	Masters level post-secondary, but doesn't use it.	Undergraduate Degree. (Arts)	first woman in her family to get a degree	highschool, some post-secondary (maybe 2 years of teacher's college, nursing, secretarial etc)
Profession	Stay at Home Mom	office-based job that has nothing to do with her field of study at post-secondary.	male-dominated profession: sciences, engineering	retired - secretary
Income	her husband brings in high six figures (doctor or lawyer etc)	middle class, low disposable income because she spends everything she has on her family and the home.	six figures, high disposable income	fixed: pension + savings
Marital Status	married - happily (as happy as the next person anyway). Doesn't question her marriage or her husband's fidelity. Takes it all for granted.	married - unhappily (he's not a bad guy, they just bring out the worst in one another and the constant arguing/difference of opinion is grating on her)	single - divorced, dating.	married to childhood sweetheart
Children?	yes, 4 children in elementary school (ages 3 (preschool) 5 (kindergarten), 7 (grade 3) and 9 (grade 5))	yes, 2 teenagers. One in high school, the other has just started post-secondary (university)	none - by choice and this has been an issue with others in her life. She's been perceived as someone who hates children. Not true at all (she's a superior Aunt to her neices and nephews), but this was one of the reasons her marriage split up. that and the fact that her husband was threatened by her success and strong personality.	3, all grown. One is married with a newborn so Mary is a grandmother.
Where do they live? (urban/rural)	suburb - large comfortable home.	urban - nice house, but older and outdated in terms of decorations. Money has gone to children, not to the house or herself.	urban, upscale condo downtown -	more rural area, but not in the boonies, small bungalow - very simple home
Hobbies	parenting groups, crafts, fashion, running/aerobics - always looking good. Would never lift weights.	Her children's hobbies are her hobbies - helping them with costumes/team uniforms, fundraising etc.	who has time for hobbies? She does go to the gym when she has time.	craft-based.
In a book club?	Yes, but really it's an excuse for her to get together with her friends once a month, drink wine and complain about their husbands. The men are all alike.	Yes. Wants to talk about the books but mostly her friends don't. Some light conversation about books, but then lots of food and wine.	No.	No, but she and her club friends do discuss and lend each other books from time to time.
What kinds of stories do they consume (tv, film, novels)?	- 50 Shades of Grey - L. Marie Adeline - shirtless billionaire romances - anything with Bradley Cooper in it	- Ladies We Need to Talk - Sex and the City - Liane Moriarty - Diana Gabaldon - Grace and Frankie - HBO and Netflix with more liberal programming - The King's Speech - Anything with Colin Firth in it	who has time to watch tv? Besides there's nothing worth watching. Re books - not a fan of romances (shirtless billionaires are ridiculous, 50 Shades is alarming and a huge setback to everything she's worked hard in life to accomplish. Sensational characters and settings are tiresome. If only there was a story about real people, like her - in the trenches.	- Maeve Binchy, Nora Roberts (secretly) - British comedies - sitcoms that are good, clean fun - Grace and Frankie initially, but turned off when the vibrator business came into the plot . thought that ruined the show (it was too bold and was uncomfortable to watch that show with her husband) - disappointed with Meryl Streep for having made Hope Springs (that's just the way marriage is, suffer in silence, she shouldn't be advocating that kind of behaviour etc) - anything with Dame Judi Dench in it - Downtown Abbey
Typical Day and pace of life	busy with the kids. Hectic afternoons and evenings with family and children's extra-curricular activities.  day to herself (kids in school/preschool), afternoons and evenings spent with kids at extra-curricular activities. Many social activities with husband as part of his work. Looking good is part of her job	Rush, rush, rush. Requires lots of caffeine to get through the day. Can't wait for quitting time on Friday.	Flat out. Work from dawn to dusk.	Very quiet life now that she's retired. Turns in early at night.Meets bi-weekly with her childhood friends. Goes to water fitness twice a week after which she goes to coffee with some of the other women in the class.

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Lifestyle (dietary, exercise, clothing, transportation)	has housekeeper, groundskeeper etc because she's too busy with children - doesn't think it's necessary for her to do it, has complete expectation of having domestic help. Doesn't even occur to her to do it. What hired help doesn't do, her husband does (car maintenance, light home renos (painting etc), fixing things etc). Drives mini-van - not a mercedes mini-van, but it's fully loaded with all comforts possible - it's white and husband keeps it clean inside and out. He warms it up in winter etc. Busy with children, but still plenty of time for herself (workouts, stylish wardrobe, regular haircuts and manicures). Has always had a fulltime Nanny to help with children.  she believes her life is difficult (and so it is for her) but she has no idea what some people go through.  volunteers with the school, regular exercise, latest fashion clothing, highly stylized (full make up, hair always done etc).	No time for self - family is first and she's just keeping it together. Her health is good, but she's got maybe 20 extra pounds on. She hasn't been on her list of priorities since she got married. She's finally making herself a priority and feels guilty about it - family supports her (in theory) as long as it doesn't inconvenience them. Minor health issues starting to creep up. Exercise limited to walking the dog.	walks and uses public transit due to urban setting. Really no point in owning a car. Eats healthfully (whole, organic foods), dresses professionally at all times. Exercises when she can.	exercise as a social event. Her husband doesn't like to socialize much, so she finds activities she can do and enjoy with others - like the water fitness. Her food isn't top quality with respect to nutrition, but she buys the best she can afford. Drives small, compact car but only goes short distances. Into town for groceries etc. Not a bit traveller.
Psychographic Profile - attitudes (Empathy) Your First 1,000 Copies	Personas are archetypes of people that epitomize a worldview. What is this persona's worldview with respect to what's on offer (books and reading). <b>*NOTE: assumption made here that all women are readers and enjoy reading. They value books and stories. I'm not trying to turn non-readers into readers.</b>	She'll read what her friends are reading, or a book that has been recommended by someone (a staff pick at the bookstore, book listed in a bookclub associated with a star (Oprah, Reese Witherspoon - but maybe not Emma Watson whom she considers to be a little too radical).	When she does have a few minutes, she escapes to the bookstore. Her ereader and phone are loaded with books (digital and audio). Reading is her one treat. She reads widely (across genre) and loves to look through book shelves and lists.	looks to the bestseller lists and awares for books to read because she doesn't have time to do the research herself. She prefers curated content because it's faster. If she hears an author interviewed and likes the premise of the book, she'll get it.
Print? Digital? Audio?	Print (because she can show off a full book shelf. No one can see how many titles are on an ereader)	Primarily ebooks and audio. Print is great, but the other formats are digital and on her phone ready when she wants them. So, if she has 5 minutes waiting in the car for a kid, she can read/listen	Prefers print - hardcovers. But can't deny the practicality of digital, especially when she travels. Plus, ebooks don't take up any space in her condo.	print, but she's discovering audio. It's nice to hear someone else's voice in the house. She has a tablet and is curious about ebooks
What does the reader want out of life (and how can I help her get it)?	to be admired and seen as an authority - someone others seek out and ask opinions of	peace and quiet. rest. to put her feet up for 5 minutes and not have anyone talk to her or touch her ... just 5 minutes.	intellectual stimulation. a puzzle to figure out.	company. to ease the feeling of loneliness.
What stresses her out?	being out of the loop, not knowing the latest entertainment news or gossip, being shown up	the demands on her time - being pulled in too many directions	mansplaining. being the only woman in a male-dominated field and being considered as "less than" because she's a woman. The attitude that because she has not chosen a "traditional" life and is not following the "traditional" woman's role (get married, have kids, put herself and her career after everyone else's needs), that there must somehow be something wrong with her.	feeling that she's past her prime and is in the process of being forgotten or overlooked by family and society. that there's more time behind her than ahead of her. finances. getting caught being "inappropriate" - doing things that women her age should do ever, or shouldn't do anymore
What could I do to make her life easier?	the montly book club mail out: will help her find titles her friends might not have found yet, but will also give her more information about the title and author than the average book club or curated reading list.	writing books in parts. Each part can easily be read on an ereader and is at most an hour (10K words). (Also possibly create audio book in future)	write stories that include strong female characters - empowered women who are facing similar challenges to her. in other words, characters that reflect who she is. No more damsels in distress, thank you very much.	include older female characters in novels who are vibrant and active. make books available in libraries.
Financial Mindset (lack/abundance, frugal, spendthrift, investor, emphasis on quality or quantity?)	money flows as freely as water. See it, buy it (with a credit card). Impulse shopper.	she's working so hard. why is the bank account always drained? There's enough to cover daily needs, but never enough for a rainy day.	She's comfortable financially because she's invested wisely. She doesn't mind spending money on herself but does not waste money.	pinches her pennies. Books from library etc. She has an e-reader/tablet only because it was given to her as a gift from her children.
General state of mind/prevaling emotion?	She's not consciously aware of her thoughts or prevailing emotion ... she's never done any sort of self-examination. Life is comfy - that's just the way it is. She has no concern for it ever getting worse and has every expectation that the next house/car etc will be bigger and better.	ball of confusion and chaos. pulled in too many directions. no time to even have a coherent thought. love you all, but leave me alone!	glad to be out of an unhappy marriage, and dating but no one special in her life. lonely yet not willing to settle. Used to dealing with men in positions of authority, men questioning why she's in a male-dominated field and whether she's as capable as them.	don't cause a fuss
Attitudes toward women's issues? And how active/vocal are they?	doesn't understand why people talk about women's rights. Raised to believe men and women are equal and given same opportunity as her brother growing up. Chose to be a stay-at-home mom - had a job (not really a career she was passionate about) but gave it up. Benefitting from the work women like Karen and Elizabeth have done before her - takes her opportunities/equalities for granted. Going through the motions in life - not taking the time to question things or consider what people like Mary and Elizabeth would have had to deal with at her age.	most vocal of all 4 wrt women's issues. Fed up enough to finally start being vocal.	so busy defending herself and her qualifications that she has not had time to take on large-scale activist role. She's getting tired of have to justify her credentials and the senior position she holds at work. workplace harassment was part of the package - not acceptable, but what could she do? If she spoke up, she'd be fired/forced out.	women's issues were never talked about when Mary was growing up. Hearing issues discussed openly (sexual harassment, sexual health, women's rights, pay equity etc) is a little uncomfortable for her because she's not used to hearing these topics in society. However, she's curious about what women/society is saying now and what the conversations are. She's starting to research people like Jane Fonda, Gloria Steinem etc - public figures who were, in her day, considered trouble-makers and women who didn't know their place.

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Socially liberal or conservative?	she's never given it any thought. Always lived a life of privilege - has never had to worry about money or social issues.	most liberal of all	socially liberal, fiscally conservative. Will invest in the good things, but only if it keeps her within budget.	raised to be conservative, but fairly liberal for her generation (she had a job after all). But no discussion of women's issues and still can't discuss them openly - investigating this issues secretly (e-reader!) b/c husband and friends would not approve.
A Simple Marketing Worksheet from <i>This is Marketing</i> by Seth Godin (re my books in general)				
Who's it for?	Women who love to read stories by, for and about women.			
What's it for?	Primarily entertainment and escape. However, closer readers will see that there's also a recurring theme in my books about what it means to be a woman in the modern age. (Entertainment first, social commentary secondary - like <i>Grace &amp; Frankie</i> )			
What is the worldview of the audience you're seeking to reach?	In a nutshell, my readers will have feminist views (whether they admit that to themselves or not). Feminism gets a bad rap and is sometimes equated with hating men, or used to describe "in your face" activists (bra burning and so on). Nothing could be further from the truth. Feminism is about equality. It's about recognizing that women's issues are important and need to be talked about openly and honestly. Men can be feminists too (although my primary target audience is women).			
What are they afraid of?	Being seen as "feminazis".			
What story will you tell? Is it true?	That there are great books out there with strong female characters who reflect the way women really are. Yes, it's true. I'll be demonstrating that in the novels I write, but also in the books I include in the monthly book club.			
What change are you seeking to make?	My target audience is already women who like to read, so I'm not turning non-readers into readers. Instead, I'm seeking to change the perception that women in stories are either damsels in distress, or must demonstrate masculine behaviour in order to be strong. (for example, the "kick-ass" woman stereotype who goes into a room and shoots everything up).			
How will it change their status?	Others will see my readers as progressive, forward-thinking, in-the-know, perhaps even at the front of the next pink wave; the person who knows which books to recommend, the person who informs themselves about issues others won't talk about.			
How will you reach the early adopters and neophiliacs?	Outreach activities will start with podcast interviews, but I also need to investigate Litsy, Goodreads and other online forums where avid readers hang out.			
Why will they tell their friends?	This speaks directly to the craft of writing. They'll tell their friends because the book will be so well written and conceived that they'll want to be able to talk about it with someone, and so they'll get their friends to read it. (This is what happened with Harry Potter!) In the case of Jennifer, she'll also want to be the person who recommended the excellent book.			
What will they tell their friends?	That will depend on the book, but generally, they'll talk about the points of innovation in the story. For example, a book in 12 parts. Genre conventions that have been innovated (although they won't articulate it that way - they'll talk about the great sex scene, or the great Hero At The Mercy Of The Villain (HATMOV) scene, or that it's funny etc - just like they do with <i>Grace &amp; Frankie</i> ). They're not going to tell their friends that it's a great feminist novel. Likewise, people don't recommend <i>Grace &amp; Frankie</i> by saying that it's a great commentary about aging and ageism.			
Where's the network effect that will propel this forward?	Women will tell their friends about the books, but will also recommend to bookclubs. The monthly bookclub that people join by signing up to my website will also create a network effect. As I grow the bookclub and create audio and video content around it, it will also increase people's ability to share the word/content about me as an author, about the bookclub and by books.			
What asset are you building?	I'm creating a body of work that stands for something and that represents the type of person, and writer, that I am.			
Are you proud of it?	Absolutely.			