

# Your Ideal Reader

## Demographics

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- Age
- Gender
- Hair color / eye color
- Location (city, state, country)
- Education
- Income
- Career
- Married or single?
- What kind of car does she drive?

## Physical appearance

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- When does she wear makeup, if she does at all?
- How does she normally style her hair?
- How does she dress?
- What's her favorite clothing item?

## Hobbies/Interests

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- What are her interests?
- Does she have any hobbies?
- What magazines does she read?
- Favorite books / movies / TV / music
- What other blogs does she read?
- Her favorite social media platforms
- Her favorite stores to shop at?
- What is her favorite type of restaurant?
- Beer or wine? Coffee or tea?

## Psychographics

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- Mac or PC? iPhone, Android or Windows? iPad or Android tablet?
- Does she like to travel? Where does she like to go?
- Is her favorite Saturday night out partying on the town or home with friends?
- What causes or things she is passionate about?
- What is her favorite guilty pleasure?
- What are the luxuries she can't live without?

## Why you?

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- Where will she share your website with her friends?
- Where does she go to ask for recommendations?
- Why is she reading your website?
- What will she want to buy from you?
- What problem can you solve for her?

*Avatar's Name:*

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