

YOUR READERSHIP

HOW WOULD YOU LIKE YOUR STORY TO HELP ITS READERS?

WHO WOULD MOST BENEFIT FROM READING YOUR STORY?

WHO WOULD YOU MOST LIKE TO REACH?

WHAT ARE THEIR CULTURAL INFLUENCES?

WHAT DO THEY SPEND THEIR TIME DOING?

HOW CAN YOU USE THESE IN YOUR STORY, IN ORDER TO PLEASE YOUR READERS?

WHAT OTHER STORIES DO THEY ENJOY?

WHAT CHARACTERISES THEIR VOCABULARY?

WHAT TONE WOULD WORK BEST FOR YOUR READERS?

WHAT ISSUES ARE IMPORTANT TO THEM?

WHAT ARE SOME THINGS YOU'D LIKE TO BRING TO THEIR ATTENTION?
