



NONFICTION

write for your target audience

1. Knowledge & Experience

- How familiar is my idea reader with this topic? What knowledge can I assume they already have, and am I over-explaining things they already know?
- What terms, references, or industry language might confuse them?
- Where will they need extra context, examples, or explanations?

2. Motivation & Needs

- Why is this reader picking up this book right now—what result are they hoping for?
- What problem are they trying to solve, need are they trying to meet, or question are they trying to answer?
- What action should they be able to take after reading?

3. Emotional State

- How might they be feeling—what fears, frustrations, or hopes are they bringing?
- Do they need reassurance, validation, or encouragement or something else?

4. Expectations and preferences

- What tone would resonate best: warm, funny, direct, scholarly, conversational?
- How much story vs. instruction do they prefer?
- Do they want quick takeaways or deep dives?
- What pacing would keep them engaged?

5. Reading context

- When and where are they reading this and for how long—short bursts or long sessions?
- Do they need summaries, recaps, checkpoints, steps, or checklists?

6. Trust & Credibility

- Why should they trust me as the author?
- What might make them doubt or resist my message? And where might they need proof?



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1. Genre Expectations

- Does this story deliver what readers love about this genre?
- Am I satisfying or frustrating genre expectations?
- Am I saying it's one genre while accidentally writing a different one (i.e. does the story promise one thing but deliver another)?

2. Emotional Engagement

- What emotional journey is my reader expecting?
- What emotions might have prompted them to pick up this book?
- At what part of the book should they laugh, worry, hope, or cry? Does it deliver?

3. Character & Theme Alignment

- Are my main characters close in age or life stage to my ideal audience?
- Do they struggle with things the audience would relate to or understand?
- Do the characters have enough agency, or is someone else always solving the problems?
- Are the story's themes handled in a way appropriate for this age group?

4. Immersion & Pacing

- Does the story begin fast enough for its genre and reader expectations, or does it drag?
- Where might readers get confused or pulled out of the story?
- Does the narrative voice appeal to my ideal reader and match the story?
- Is the vocabulary and sentence structure too complex or too simple for them?
- Does the dialogue sound believable for the characters' ages?
- Am I over-explaining the world or assuming too much knowledge?
- Does the worldbuilding interrupt the reader's flow?
- Do readers learn about this world through actions rather than long explanations?