

Reader profile example I

Name: Joanne
Age: 37
Education: A-levels (college)
Job: Housewife
Income: Her husband works in IT and has an income of £80k (\$130k)
Car: 4x4
Family: Married, three children, a dog

Favourite reads: Donna Tartt, Stephen King, "I am Malala"
Favourite websites: Mumsnet
Favourite movies or TV: Eastenders, cooking programmes
Social media: Pinterest, Facebook, Etsy

Other relevant stuff:

Likes scrapbooking, sewing and healthy cooking. Active as a volunteer with Brownies. Shops at John Lewis.

Dreams about:

Her kids having successful careers

Keeps awake at night:

Worries about the kids not doing well at school and worries about her husband working so hard

Is afraid to lose...

Her health

How does she/he make decisions?

Looks for local suppliers and considers green issues.

Who does he trust and asks for advice?

Relies on her friends for recommendations. Actively seeks advice on Facebook or Mumsnet, or sometimes asks her Mum.

What's important in life?

Family life

Reader profile example II

This ideal reader profile was prepared by Jonas Ellison, copywriter, JonasEllison.com

Name: Dan
Age: 35
Education: High School Diploma – 2.0 gpa
Job: Owner of a specialty machine shop that makes Steampunk art cars for Burningman
Income: \$200k
Car: 1967 Chevy Impala
Family: Wife and 1 little girl

Favourite reads: Kerouac – On The Road. Krakauer – Into the Wild. Dass – Be Here Now.
Favourite websites: Brainpickings, darkroastedblend.com, Seth Godin, Copyblogger
Favourite movies or TV: Exit Through The Gift Shop, Indy Movies, Anything Nicholas Cage, Modern Family, Big Bang Theory
Social media: Facebook, Twitter, Instagram

Other relevant stuff:

Dan is an artist who isn't scared to get his hands dirty. He has plenty of scars on his hands and arms from the skill saw slipping every now and then. He's in shape, has a few well-done tattoos, and believes in living an energetic, healthy lifestyle.

Dreams about:

Making. Building. Showing up in front of his urban spread in his 115 foot long flaming metal art car that he and his team just finished as his wife comes out of the house looking amazing with Amanda (their 3 year old) on her shoulders grinning ear to ear.

Keeps awake at night:

Due to the tribal nature of burners, he has a big audience who loves his work. These people hate being pitched to, but he feels he has a lot to share with them (sell them) that would benefit them and increase his bottom line. It would make him sick if his audience perceived him as a salesman instead of what he is – an artist and a maker. He geeks out on marketing. He values and understands it, but it isn't his strength and he just doesn't have the time.

Is afraid to lose...

His freedom to do what makes his heart sing while providing a generous life for his family. His audience – a lot of whom he's personally shook hands with and danced until sunrise with in the Nevada playa.

How does she/he make decisions?

By his gut. If it feels right, he does it. Being as in-tune as he is (due to his focus on meditation and self-awareness) this has never failed him.

Who does he trust and asks for advice?

Who does he trust and asks for advice? His dad. A man who rebuilt muscle cars in Detroit in its hey day and who taught him everything he knows from being a solid family man, to following his heart, to working with his hands over hot steel.

What's important in life?

Contribution. Contribution to his art. To his tribe. And to his family.

Reader profile example III

This ideal reader profile was prepared by Zsuzsi Zsabo, co-founder and CMO of [Antavo](#), a self-service tool to create viral contests and sweepstakes

Name:	Dave Jones
Age:	37
Education:	BA in marketing
Job:	marketing at a small company
Income:	\$75k
Car:	
Family:	Wife, 1 kid
Favourite reads:	books on entrepreneurship, science fiction
Favourite websites:	Business Insider
Favourite movies or TV:	doesn't watch too much TV, Marvel movies
Social media:	Facebook, Twitter, LinkedIn

Other relevant stuff:

The company he works for has 8 employees. He is the only person responsible for marketing. His tasks include: email marketing, blogging, social media management, website copy, talking to designer about new website. Design is outsourced form company. He thinks “ready is better than perfect”.

Dreams about:

Starting his own business / going freelance. More money.

Keeps awake at night:

How to persuade his boss for bigger marketing budget / hiring a marketing assistant. Fear of not being enough informed about the latest trends / tools.

Is afraid to lose...

His job.

How does she/he make decisions?

At work: alone. The price is important, the company has limited budget. He has access to the company's credit card. He cancels services when he doesn't use them. Personal life: wife.

Who does he trust and asks for advice?

Business partners of the company. Fellow marketers from the marketing meetup Facebook group. Socialmediaexaminer.com, Jay Baer

What's important in life?

Family, money.