Module 2A. Your Ideal Reader Profile

This is the second module of your enchanting business blogging course. Today we talk about your ideal reader profile. Later this week, we talk about your blog purpose and about how to generate blog post ideas. An ideal reader profile really makes your blog more engaging and at the end of this video, you create your own ideal reader profile so your blog can become more engaging, too.

First an important question, what is it that makes your blog readers unhappy? Maybe your blog is not useful or impersonal or boring or irrelevant but basically this means that your readers feel that you're not talking to them. So the key question for today is, how do you make a reader feel you are writing for him?

Let's talk about Henrietta who recently started a blogging course. She's a creative entrepreneur, she has a web shop, she makes illustrations, and she coaches business people to use simple visuals to communicate their ideas.

When Henrietta blogs, she thinks about the various people reading her blog, the people she coaches, the people who buy her art and she even sometimes thinks about a fellow artist. She can't help thinking that a high school teacher looks over her shoulder, too, to check out she doesn't make any grammar mistakes.

Well the first thing I told Henrietta is that this doesn't work because trying to talk to so many different people, she ends up talking to no one at all. So she has to make a choice. Who is really the most important to her business? Who is her favorite reader? Who would she most like to blog for?

Together we created an ideal reader profile, and as Henrietta likes to draw, she drew a profile in her notebook. This is her favorite reader: He's married; he has two children; he works as an accountant and makes about $150,000 a year; he has a Facebook page but he doesn't use it a lot; he prefers LinkedIn and he read the print version of The Financial Times. When we talked about the problems her ideal reader struggles with, Henrietta says, communication is his biggest problem. Often he seems to speak complete a different language from his colleagues. And his dreams? Well one day, he would like to be the big boss. Henrietta calls her ideal reader John.

Next time she writes a blog post, she imagines herself chatting to John and having a cup of tea together. It really helps her. She can generate better blog topics because she knows exactly what John finds interesting. She can write more compelling headlines because she knows exactly what specific benefit John is looking for. She can answer his questions and she can find the right words when she's editing. Overall, her blog posts become more engaging and more inspirational.

What about John? Well, when John reads her next blog post, he really feels that the blog post is written specifically for him. It's almost as if Henrietta is having a cup of tea with him. But that's not just true for John. Anybody who's struggling with the same type of

problem as John, feels like Henrietta is reaching out to them and feels like the post is written specifically for them.

You might be wondering why does this work so well? Why should she have this one ideal reader? Well, this really about being more specific. When you use a specific example, and when you share specific advice, your blog post becomes more interesting and more engaging.

What's next? Check out the two example profiles I posted in the forum below the video; and then tomorrow, write your ideal reader profile and post it in the forum.