

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 generating blog post ideas.

An ideal reader profile 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.

Let's first consider an important question: what makes your blog readers unhappy?

Maybe your blog is not useful or impersonal or boring or irrelevant.

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 writes, she thinks about the various people reading her blog, the people she coaches, the people who buy her art and she sometimes wonders whether her fellow artists agree with what she's writing. And she can't help thinking that her high school teacher looks over her shoulder, too, to check 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 her favorite reader? Who would she most like to blog for? Who is really the most important to her business?

Together we created an ideal reader profile, and as Henrietta likes to draw, she has drawn a reader 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 Henrietta and I discussed the problems her ideal reader struggles with, Henrietta said, that communication is his biggest problem. Often he seems to speak a different language from his colleagues.

And I asked Henrietta to consider what her ideal reader dreams about. Well one day, he would like to be the big boss. Henrietta calls her ideal reader John.

Next time Henrietta 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 how to attract John's attention. 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 feels that the 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 problems as John, feels like Henrietta is reaching out to them and they all feel the post is written especially for them.

You might be wondering why having an ideal reader profile works so well? Why should she have this one ideal reader? Well, this is 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.

When Henrietta writes a blog post for John, she can imagine what he's looking for – tips to communicate with his colleagues. He wants to explain to the marketing team how to create a budget and keep track of spend. Rather than speak about communication problems in general, she can give specific examples that John recognizes. And that's exactly what makes her writing more engaging and enchanting.

When you write for an audience of many people, you write as if you're addressing a faceless crowd, as if you're standing on your soapbox at a busy street corner.

But when you write for one person, your writing becomes vivid, engaging and personal.

That's it for today. Below the video you'll find a few examples of Ideal Reader Profiles.

Cheers!