



Ideal Reader Analyzer Info Guide

The process of describing your book, choosing initial comp titles (even if they aren't perfect!) and naming your core themes and messages will benefit you as an author, even before receiving your report. Use the guide and template to plan the information you'll enter for your Ideal Reader Analysis, then copy/paste into the relevant fields.

If you're running multiple reports to try different comp titles, themes or audiences, adjust your data here to avoid retyping from scratch.

Your Name / Pen Name
Author Name (if you're writing with a pen name, enter that)
Email Address (TBA NOTE)
JBloggs@mail.com (TBA NOTE)
Book Title and Subtitle or Series Name
Book Title: Subtitle OR Book Title: Book # of Series Name OR Book Title
Genre/Category
Genre is the label on the bookshelf. Category is your readers. For example, Women's Fiction or YA Historical Romance
Brief Synopsis
Brief! 20 - 30 words with WHO wants WHAT GOAL and take WHAT ACTION against WHAT OBSTACLE to get RESULT. Example: A single mom is determined to uncover the source of her daughter's mysterious illness. She fights a chemical corporation and local politicians to change the pollution regulations for her small town. Example: Nobody believes 16-year-old Cassandra's prophecies of disaster for Troy. Captured by Agamemnon, she plans to escape with a handsome Greek soldier, despite foreseeing her own murder.
Core Theme(s) or Message(s)
For nonfiction/memoir, the main reader takeaway, like the importance of a specific goal, skill, process, or mindset, and the key concepts you want readers to understand or feel, like self-empowerment, practical techniques, or commitment to a craft or lifestyle. For fiction, what readers will feel and learn from the story in the book, whether that's a moral, an inspiring message, or a particular kind of entertainment experience, like hope for new love, uncomfortable creepiness or an afternoon of laughter. Distill the core ideas into a clear, concise statement that reflects the primary message you intend to communicate.



Comparable Titles (Maximum 300 characters)

Enter them as: Title by Author; Title by Author; Title by Author; etc.

If you have comps published in the last three years by debut authors, include those. You can also use titles that DON'T follow typical guidelines for comps in queries – it's OK if they are very famous or too old.

The report will include additional comp titles suitable for queries, as well as books you'll be shelved with that aren't query comps.

Your Expertise/Platform (Maximum 999 characters)

This one takes a little time to put together! Whether or not you have a professional platform or author platform that supports this book, include any of these:

- **Publications:** Links to published books, excerpts and published short work
- **Website / portfolio / media kit:** Any webpages showing you, your writing, genres, and/or specialties
- **Past recognition:** awards and nominations
- **Credibility/subject-matter credentials:** Degrees, certifications, years of experience, previous careers in the niche, speaking appearances, memberships in professional orgs
- **Online Audience:** Newsletter/subscriber counts, social audience numbers and demographics as available
- **IRL Audience:** Organizations, associations, and community groups you're part of
- **Authority signals:**
 - Links to (or name them) features/interviews, guest appearances, citations of your work, quotes/testimonials from editors, producers, clients or readers
- **Audience fit + relevance**
 - Why you're a match for your readers and what you produce specifically for them (angle, tone, for mat)



Ideal Reader Analyzer Info Template

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Your Name / Pen Name
Email Address (TBA NOTE)
Book Title and Subtitle or Series Name
Genre/Category
Brief Synopsis (20-30 words)
Core Theme(s) or Message(s)



IDEAL READER
— ANALYZER —

Comparable Titles (Maximum 300 characters)
Your Expertise/Platform (Maximum 999 characters)