



North Atlantic Books

Audience Mapping Tool for Authors

As you work on your proposal, use the prompts below to understand your audience, which in turn will help you hone the voice of your manuscript and the scope of content for your book. You are welcome to submit your audience mapping work along with your proposal.

Broadly defined, who are the potential readers of your book?

1. Primary:
2. Secondary:
3. Tertiary:

What needs does your book fulfill for the reader?

- What practical and emotional needs can your book fulfill?
- What needs are *known* to the reader?
- What needs might be *subconscious* to the reader?
- What can readers get from your book that they can't get from another book?
- What can readers get from your book that they can't get from another source, such as news, video, social media, real-life connections, or a mentor?

Who is your reader?

- What do they do for work? What do they do for fun outside of work?
- What are their political beliefs?
- Do they have disposable income?
- Are they likely to be more or less discerning about how they spend their extra money?
- What are their values? How do those values affect their behavior, for better or for worse?
- What are their *anti-values*—things they stand *against*?
- If relevant, what are their demographics, identities, or positionalities? (For example, age range, location, race/ethnicity/background, gender, sexual orientation, ability, community ties, spiritual affiliation, belief systems, etc.)
- What's their overall *vibe*?

What do they read?

- What other books in your genre have they read? Or is this the one book in this genre that they'll pick up?
- What other NAB books might they be interested in?

If you met your reader at a party and you were talking to them—not about your book—what would you talk to them about?