# Module 1
## Lesson 3

## Getting to Know Your Ideal Readers

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Module 1- Lesson 2

# Your Blog Purpose

## Example Ideal Reader Interview Questions

What prompted you to agree to let me interview you?

Why are you interested in <your niche>?

What is your number one goal regarding <your niche>?

What is your biggest challenge regarding <your niche>?

How do you FEEL when you think about this challenge?

What would be the perfect product or service to help you solve your problem?

How much would you be prepared to pay for it?

What other blogs do you follow in this niche?

What social media channels to you use most?

What other interests/hobbies do you have?

What others can you think of?

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