

Ideal Reader: Draw Label Caption

This is one of my favourite things to do before writing a description. It will give you a clear vision of your reader and is a fun, not-all-up-in-your-head exercise to get to know her. Grab the crayons, markers or pencil crayons and get ready to have a little fun.

- Then imagine your reader as ONE reader. What does she look like? What kinds of things does she have around her while she is reading your blog? Laundry baskets full of laundry or fabric swatches and yarn baskets - you need to think about her surroundings and gather as many details as you can.
- Now draw her out. Draw her office or studio or living room where she reads your blog - and fill it with details that tell you about her.
- Label those details. Draw arrows and lines out from the image and label the important bits and pieces.
- Finally, write a caption on the picture: a simple sentence that describes her and what she is doing.

Caption: _____

