

AUDIENCE RESEARCH SHEET

Audience Name:

BOOK TITLE (and/or series)	AUTHOR	SETTING (when / where)	MAIN CHARACTER (name / age / occupation / temperament / skills & abilities)	WHAT DO THEY WANT? (their goal / objective / desire)	ANTAGONISTS (who or what is standing in their way?)

WHAT ARE THE COMMONALITIES?

BOOK TITLES (any trends in titles? Number of words / any patterns?)	LEADING AUTHORS	SETTINGS (common eras / regions etc)	MAIN CHARACTERS (similar ages / occupations / temperaments / appearance / skills and abilities)	WHAT DO THEY WANT? (any common goals / objectives / desires)	ANTAGONISTS (who / what tend to be the bad guys or problems they face?)