

Reader Research Plan

1. Identify the information needed.

Summarize what is already known and what you need to know about the readers.

2. Plan research methods.

Decide which method(s) would work best for the publishing house. Should you talk to people you know; meet with representative groups; work with questionnaires; interview readers personally; other ideas?

3. Schedule research.

Set a time frame in which to accomplish research. Check the calendar and be realistic in view of the overall work load. Assign target dates for these key steps:

Begin research:

Complete research process:

Compile results:

Analyze impact of results on your publication:

4. Assign tasks.

Decide who could help with research. Communicate expectations clearly.

Task	Person Responsible	Deadline