

Find Your Target Reader

Who will love your books?

- Behaviors/ Preferences
- Backgrounds
- Pop culture favorites

What stirs emotions in you? (Especially in books you read)

- Settings
- Tropes
- Character types

What other authors do your readers love?

- What do readers love about those books?
- Look through reviews for consistent themes.

If you are published, what do people talk about in reviews for your books?

Find those themes and drill into them. These will become elements of your brand as an author.

Use Facebook Ad targeting to discover more about your target readers.

Test several different audiences/interest categories until you identify one or two that bring low cost-per-click and high relevancy scores. This is a great way to obtain solid data, and you may be surprised at the results!

Now implement what you've learned:

- Titles
- Book covers
- Back cover blurbs
- Social media and newsletter posts
- Cross-promotion with other authors focused on similar target readers
- Categories in paid advertising