

Discovering Your Readers So Readers Can Discover You

An Exercise by Curious City

Who are your readers?

Where will you find your readers?

What will you say to your readers?

And how will you get your readers to share your books with others?

Use this exercise to uncover who in the reading universe will respond most to your story and how to reach them. (Ask those closest to your work to also complete the worksheet. They may have a different and intriguing outlook.)

Can you complete any of these statements?

- People who like my book would also like _____.
- People who identify with my character or topic would also like _____.
- People who are like this character or share this characters experience are _____.
- People who like this subject are _____.

One or more of the completed statements above is the beginning of a reader profile. Do people with that profile gather anywhere?

- Are there blogs where the topic or pastime is discussed?
- Do they have a Facebook page? If they “Liked” things on Facebook, what would they “Like.”
- Are there any organizations that unite people with this profile?
- Is there an event at which they gather?

If you have located a congregation point or group, is there a way your book can serve as a tool?

- What is in it for that group to use your book to promote their mission?
- What can you reasonably ask them to do?
- What are you willing to give them?

Can you produce an additional item that makes the book a better tool?

- Is there a way to enhance a Story Hour with games, crafts, and giveaways?
- Would discussion questions allow a group to explore your book with members?
- Do educators need lesson plans?

What can you create for a blog, Facebook, or web sharing that gives readers or partners an instant and shareable sense of the book?

- Can you afford to create a book trailer?
- Can you write a teaser with a free downloadable chapter?

Do you need to be an authority on your topic or story line?

- Do you have more to say about the topic that you can use for a continuous blog?
- Are other people blogging about the topic, but you have something additional to say?
Can you guest blog?
- Is there somewhere you can speak?

Who should write about the book? Don't think book review journal--follow your readers' interests.

Where should you appear to meet your audience?

- Is there a reason for you to go to a bookstore? Having a book is not a good enough reason.
- Where are there already forums for your topic that can be forums for your book?

What materials need to be produced?

- Who can create them for you?
- Can you reach out to a local college to get designers, videographers, communication experts, or other interns?

NOTES:

Curious City is happy to help you brainstorm with this process and assist you in forming a concrete plan of action. Please feel free to contact us at:

Kirsten Cappy | Curious City | Kirsten@CuriousCity.Net | 207-420-1126 | www.CuriousCity.Net