**CREATING DISCOVERY: An Exercise for Creators by Curious City**

Discovery happens when you reach out as an Ally to Advocates that represent your Audience and Mission. Discovery happens when you give Advocates tools to Engage readers.

**MISSION**

a) Why did you tell this story?

b) What do you want your readers to feel or understand most?

c) What one thing do you want a reader to turn to her best friend and say about your book?

d) Was there a time when someone said or did something that made you think, “they really GET my book”?

e) Can you write a “mission statement (s)” for your book from the answers above?

**AUDIENCE**

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.)

1. Explore the traits of your most devoted readers by completing any of these sentences:

• Readers who like my book would also like:

• Readers who identify with my character or topic would also like:

• Readers who are like this character or share this characters experience are:

• People who like this subject are:

1. Describe your readers.

c) Why do you these readers respond to your book?

c) What things do your readers like to spend time doing when not enjoying books?

d) Are there opportunities to create discovery where your readers spend their time?

e) What will you say to your readers if you could find them?

f) How might your readers share your books with others?

**ADVOCATES**

Often we cannot engage our Audience directly. We have to find adults and organizations that are already connected with that Audience.

a) Are there blogs that share your mission?

b) Is there a Facebook group that shares you Mission or talks to your Audience?

c) Is anyone on Twitter talking about your Mission or to your Audience?

d) Are there any organizations that unite these Audience members?

e) Is there an event at which your Audience gathers?

f) What regional librarian can you align yourself with?

g) What librarian or educator shares your passion?

**BEING ALLY & CREATING ENGAGEMENT**

Sometimes alerting an Advocate about your book is enough. It often helps, though, to be an Ally and create a tool that helps them Engage readers.

a) If you have identified an Advocate(s), how does your book enrich the work they do?

b) What is in it for your Advocate to use your book to promote their Mission?

c) What can you reasonably ask your Advocate to do?

d) What are you willing to give your Advocates?

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

f) Is there a way to enhance bookstore or library events with Engagement activities?

g) Would discussion questions allow your Advocate to explore your book with your Audience?

h) Do educators need lesson plans to Engage?

i) What can you create for a blog, Facebook, or the web that gives your Audience or Advocates an instant and shareable sense of the book?

j) Would a book trailer help your Advocates Engage?

k) How can you share a teaser or sample with your Advocates and Audience?

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

m) Can you create more materials for Engagement on your blog? Research? Backstory?

n) Are other people blogging about the topic, but you have something additional to say? Can you guest blog?

o) Is there somewhere you can speak?

p) Who should write about the book? Don’t think book review journals. Think Mission.

q) Where should you appear to meet your Audience?

r) What materials need to be produced for Engagement? Who can create them for you? Can you reach out to a local college to get designers, videographers, communication experts, or other interns?

s) Can you work with your Advocate to create materials? With her as an Ally, you might find yourself opened to her Audience.

t) How can you employ the hashtag to unify those Engaging with your books?

u) How will you serve as an Ally?

**DISCOVERY**

a) What is your vision of creating Discovery?