

"What we really long for, as
human beings, is to be
visible to
each other."

Jacqueline Novogratz



Branding + Marketing For Novelists

Know Yourself + Know Your
Readers

With Beth + Ezra Barany,
Barany School of Fiction



MARKETING

Is about connecting

With marketing, we connect to other people and show by the words we use, who we are and what we stand for.

Connect Authentically

- Be yourself
- Follow and friend your fellow authors
- Chat on the social media channels
- Visit each other's blogs
- Absorb what's out there and what you like, and even what may not work
for you

Part I: Who You Are

Questions

What do you value?

What is your mission?

What are you passionate about?

Your Thoughts

Part 2: Who Are Your Readers

Focus/Genre:

Demographics

Gender:

Age range:

Married Status:

Location:

Salary:

Occupation:

Buying Habits:

Reads how many books per
week/month:

Other statistical/measurables:

Psychographics

Needs:

Wants:

Hopes:

Fears:

Desires:

Other emotional/psychological
factors:

Part 2: Who Are Your Readers: Example

Focus/Genre: sweet
paranormal romance

Demographics

Gender: Female

Age range: 25-50

Married Status: single

Location: US/UK

Salary: low to middle range

Occupation: student/day job/professional/self-employed

Buying Habits: (guess) 2-4 books/month

Reads how many books per week/month: 1-3 books/week

Other statistical/measurables: uses Twitter and Facebook

Psychographics

Needs: wants an escape into a world anything is possible

Wants: to fall in love again; to experience magic; adventure

Hopes: to find love for herself

Fears: being alone

Desires: to feel loved and love in return

Other emotional/psychological factors: ?

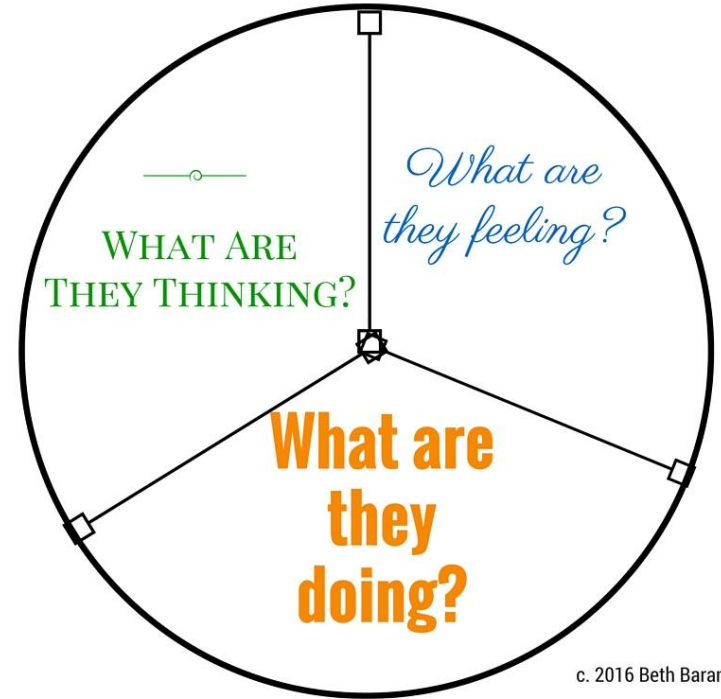
Paint A Picture

Example: I imagine a professional woman reading deep into the night on her Kindle, enjoying a delicious read, and stepping away from her life for a while.
(Okay, that's me!)

Your Turn: Paint a picture of your ideal reader enjoying one of your books.

- What is she **doing**?
- What is she **thinking**?
- What is she **feeling**?

As They Read Your Book, Describe Your Ideal Reader



Questions?
Shares?

A graphic for a branding bootcamp for novelists. It features a large, light-colored circle in the center, set against a background of a modern building with glass windows and a staircase. The text is centered within the circle.

Branding Bootcamp
for Novelists

Craft a Successful Author Career

Post your questions in the course.