



The Author Guide Course for non-fiction authors

Insight 2 – Understand your reader

[Your video tutorial is here.](#)

Focus

You have clarified your purpose and are committed to completing your book project, it's time to roll up your sleeves and get stuck in.

What is important to your reader?

Now you have your reader clear in your mind, you'll know what they need to know about and why that's important to them. There may be more than one issue, so this is where you outline these.

When you start putting together your book's content structure, you'll need to keep this information to hand and ensure that you address these issues somewhere in the book.

What's important to you?

You've identified your core message. Now let's look at the issues that you want to address in your book. If you've decided to write a book, at least part of the reason must be to help people overcome specific issues that you come across regularly or to share the knowledge that you know your reader doesn't know about and would improve their lives, businesses, thought-processes in some way.

This isn't a quick scribble of anything that pops into your head right now. Invest some time in thinking about this. What are the things you find yourself explaining to clients often? What questions do people ask about your business and what you do? What are things that people you talk to about your business respond 'Wow' to?

The big takeaway

With your notes from Insight 1 and the work you've done on this Insight, you should be able to outline the takeaway for the book overall. Create a statement along the lines of

When the reader has finished this book they will

The Focus worksheet provides you with somewhere to record these thoughts.

Your tribe

Now you have a clear idea of who your reader is, it's time to start gathering their interest. If you begin attracting potential readers right now, it will make the launch of your book much more successful – and far less effort.

Examine your current email lists. Are they actually ideal readers – or random people you've met from time to time?

What would attract your ideal readers to engage with you?

- A podcast?
- Social media posts?
- A lead magnet?
- Speaking gigs where groups of them are in the audience?
- Guest interviews on other people's podcasts or video diaries?
- Being a guest expert on local radio?
- Running a joint venture email campaign with someone who already has a list that fit your ideal reader profile?

There are two stages – connection and commitment.

Connection falls into the heading of PR – it's where people become aware of you and your areas of expertise.

Use social media to connect with people who might help you – podcast hosts, business people with the same target market, organisations who might book you as a speaker, etc.

Commitment is where they actively sign up to hear from you.

While social media followers and connections are important, the secret is to bring people onto your own email list, so that you own your contact list and contact them directly whenever you wish to do so. So it's important to give them a reason to sign up.

Your incentive might be:

- A free download tailored to your ideal reader's needs
- Valuable information in a regular newsletter
- An e-course around your specialist subject
- A quiz or survey
- Exclusive access to information

Whichever route you choose, you'll need a means of getting names and emails onto your list and a platform to manage these. There are many of these including AWeber, Mailchimp, MailerLite, Constant Contact, Get Response – to name just a few. Some of these platforms offer a free account, up to a specified number of contacts (usually around 500, but it varies from platform to platform) and with some limitations.

If you are looking for a lower cost option AppSumo offer a lifetime one-off payment of \$49 for Sendfox, for up to 5,000 contact – which is ten times what most free options offer. [Check it out here](#).

They allow you to create a sign up form that automatically adds that person to your list.

This is all part of your marketing plan – and if you wait until your book is ready for publication, it will be too late. Start now.

This week's assignment

Complete the **Focus worksheet** and use the **Tribe Builder worksheet** to help you get your plan started.