



Hi Author Learning Center,

It's never too early to research and understand how your book will appeal to and reach your target readers. These are the readers most likely to purchase, benefit from, and share your book.

During the writing process, understanding your target readers will ensure your content will resonate with them. Before doing any revisions, your target readers can provide valuable feedback on your manuscript. When creating your book's cover, knowing what will appeal to your target readers will determine design choices you make. While planning your marketing strategies, identifying where and how to reach your target readers will maximize your discoverability.

Get to know your target readers NOW so that you can set yourself up for long-term success!

Featured Resources



Write for Your Target Readers

Knowing who your target readers are during the writing process will make your manuscript stronger.

Write for your readers



6 Questions to Ask Target Readers

Your target readers are the perfect beta readers to provide feedback. Here are 6 questions to ask them.

Ask your readers

Design for Your Target Readers



Learn how your cover's imagery, colors, and fonts can affect the appeal to readers of your genre.

Design for your readers

Connect with Your Target Readers

Discover how social media can be used to research, find, and connect with readers of your genre.

Connect with your readers

UPCOMING LIVE WEBINARS:

Apr. 14 - Q is for Query-Synopsis, A is for "Aaack!" - *with Laurie Schnebly Campbell*

Apr. 15 - Working With a Literary Publicist - *with Lindsey Gobel*

Apr. 21 - Skyrocket Your Book Sales: Winning Advertising Strategies for Bestsellers - *with A.G. Billig*

Apr. 22 - Your Book Blueprint: Creating and Using a Book Proposal to Achieve Your Publishing Goals - *with Pete Nikolai*

Apr. 23 - Start Your Story Right: The Five Foundational Questions You Need to Answer Before Writing - *with Jennifer Crosswhite*



Register for an event

Industry Insights

[Audible Expands Platform to 11 New Markets](#)

[Thinking Beyond the Blurb - What Makes Books Reviewable?](#)

[Why We Still Need Book Festivals](#)



Contests & Events

[The Bath Novel Award: 5/31 deadline](#)

[Indie Author Project Annual Contest: 5/31 deadline](#)

[Santa Fe Int'l Literary Festival: 5/15-5/17; Santa Fe, NM](#)

[Bay Area Book Festival: 5/30-5/31; Berkeley, CA](#)

Ask Sheila

ALC's Manager of Author Education, Sheila Manna, writes a biweekly blog with answers to common questions asked by you, the ALC community. Check out the blog to see if your questions have been answered.

[Read the blog](#)

Got a question you can't find the answer to? Submit your question for a chance to have it featured and answered in a future blog entry!

[Submit a question](#)



Keep writing, keep dreaming. The Author Learning Center is with you every step of the way.



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