



Where To Find Your Ideal Readers

Identifying where your real readers spend time — helps your marketing become focused, aligned, and human.

1. Who Are Your Ideal Readers?

My ideal reader is someone who...

They love books that are...

They read because they want to feel / experience...

2. Where Do They Already Go for Books?

Check the ones that fit your genre and audience.

- Goodreads groups
- StoryGraph communities
- Library events or book clubs
- Indie bookstore newsletters
- Book fairs or festivals
- Amazon “also bought” lists
- Book subscription boxes

Notes on which ones feel aligned:

Hint: Schedule time on your calendar for this research. Use a timer so you do not get lost down a rabbit hole

3. Where Do They Talk About Books? (feel free to add to this list if there is a resource that is not listed). This is a good tool to keep track of what you have learned, where you have researched etc.

- BookTok



- Bookstagram
- Facebook reader groups
- Reddit genre communities
- Discord servers
- BookTube channels

Which 1–2 feel like a natural fit for you? In other words in accordance with your core values and what you know about yourself, which of these sites are aligned?

4. Where Do They Explore Their Interests (Beyond Books)?

(Choose based on your themes, tropes, or topics.)

- Hobby communities
- Fandom spaces
- Online courses or workshops
- Museums or cultural centers
- Local meetups

Which interest-based spaces overlap with your book? Again, add any ideas to this list that might not already be here.

5. Where Do They Want Connection With Authors?

- Author newsletters
- Private reader groups
- Substack
- Patreon / Buy Me a Coffee
- Virtual book clubs
- Live Q&A sessions



Where would YOU enjoy showing up?

6. Your Top 3 Reader Discovery Locations (for the next 90 days)

(Choose the ones that feel aligned, sustainable, and human.)

- 1.
- 2.
- 3.

7. First Small Step

What is one tiny, doable action you can take this week?

This week, I will...