

# **It's All about the Audience**

**Courtney Milan and Alisha Rai - RWA 2016**

A worksheet to help you figure out \*your\* audience and/or a piece of paper you can doodle on.

1. What are the common threads that run through your books?
2. What would signal the common threads in your books to your core audience?
3. What social media (if any) do you enjoy, and what do you enjoy about it?
4. What themes/images/elements do the covers in your subgenre have in common?
5. Out of those, what elements correspond to the themes in your books?