

Marketing Tuesday #1 – Reading Emails, Building a “Loves, Hates, and Recommends” chart

written by Holly

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By Holly Lisle

So because last Tuesday was TAX DAY, in which I had to finish up everything to get to my accountant, today is my first ever Marketing Tuesday.

In which I am building a chart to help me understand who my readers are, what they're looking for from me, what other work they like and what they like about it.

READER	Email	Genre Loves	Genre Hates	Rec'd Author	Titles
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The Research Chart Header

Reader and Email are on there so the folks who answered the three questions I asked, whether via email, on my blog, or over in the HWC forums, can get their stories.

And so far, it's looking very much like I'm going to have to write a new story for them. The people who like my work are enthusiastic about it – but in most cases, not for the reasons I thought.

SO FAR... (and I have a LOT of feedback yet to go through) many of *MY* readers love the fact that I mix genres, love my insertion of grim and gritty and real-world into fantasy and science fiction, love the fact that my worlds feel real, and do not mind at all that I smooch all the stuff I love from nonfiction (anthropology and archeology and history and

science and pseudoscience) into books that are ostensibly about other things.

Turns out... I'm not the only writer who is currently doing this – and the fact that there are folks who write what I love to write and who have really good audiences for it is encouraging as hell.

It just means I've been putting the stuff I love to write in front of the wrong people.

And the answers I'm getting to the questions I asked are showing me everything I was getting wrong... and better yet, how to get those things right.

So I'm going to have to write a story for these folks.

I think it's going to be a short one-off that will introduce a new character, a new world, and an idea I have for my first "now I know what I'm writing" series.

Hugs and thanks to everyone who answered my questions. **You guys are magnificent.**

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