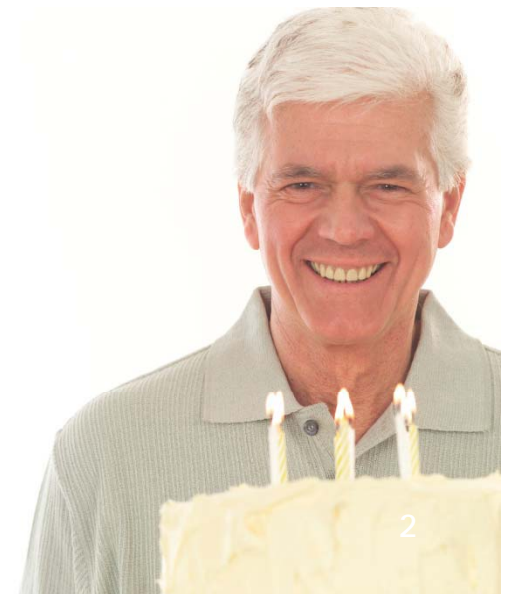
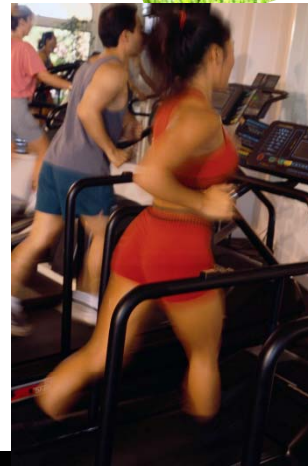




**FIND YOUR
READERS
WHERE THEY
LIVE!**

Capital Christian Writers
January 13, 2014
Melanie Rigney

Who ARE Your Target Readers?



Prepared for Capital Christian Writers. Please not reproduce without permission.

What Do They Do When They're Not Sleeping?



People ages 18-39 represent a disproportionate number of U.S. and Canadian moviegoers (31% of the population, 35% of moviegoers), according to the MPAA



58% of all Americans play video or computer games; average player age is 30; women 18 and older represent 31% of players vs. 19% for boys 17 and younger; 62% of gamers play with others, according to the Entertainment Software Association



34% of online games played are puzzles, board games, game shows, trivia, and card games



WebMD says 49.6% of Americans exercise at least 30 minutes at least three times per week



Other hobbies?



Where Do They Get Information?



At the end of 2010, more people got news from the Internet than from newspapers for the first time ever: Pew Project for Excellence in Journalism



At the end of 2013, 31% of people said they have deserted a particular news outlet because it no longer provides the news and information they had grown accustomed to



72% of people say they are most likely to get news from friends and family in person or via the phone (15% via social media); likelihood of following up varies by demographic



The Alliance for Audited Media in 2013 said single-copy magazine sales were down 8.2%; nearly 65% of print magazines had digital editions as part of total circulation; number of digital magazine copies sold more than doubled in a year



According to Bowker, 391,000 titles were self-published in 2012, up 59% from a year earlier; e-books comprised 40% of self-pubbed books



Amazon accounted for 44% of all dollars spent on books in 2012



Why This Is All Good for Writers....

Other than that people have a lot of options for free information.

MAGAZINES/NEWSLETTERS/BLOGS

- We can now download guidelines for free rather than sending self-addressed stamped envelopes
- We can often review our target publications online rather than having to purchase issues before submitting
- We can easily find a wealth of places our target readers visit, thanks to search engines
- We can build our brand more easily by selling reprints/tweaked versions of what we've written to other venues

BOOKS

- Amazon tells us what else our target readers are buying
- Amazon, Goodreads, and other sites via reviews provide insight into what our target readers like and don't like about what they're already reading



Who's on



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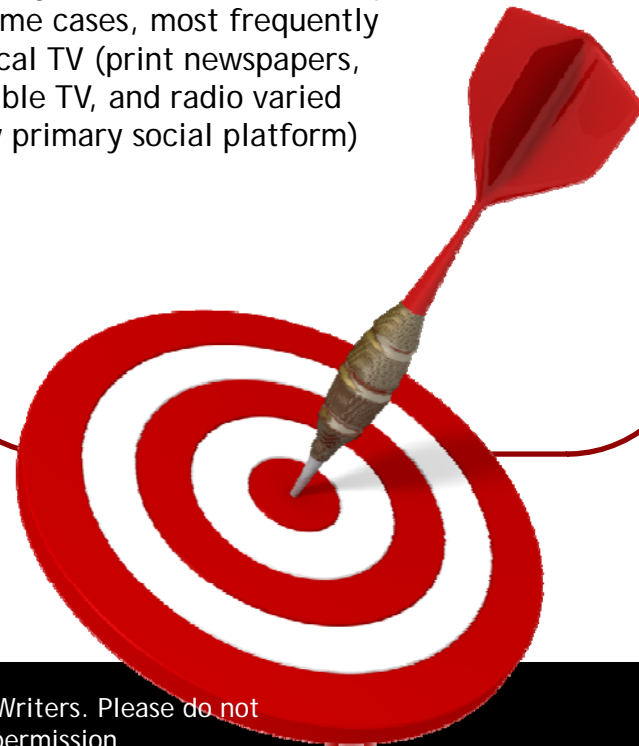
You might be surprised.

SOCIAL MEDIA

- 73% of online adults are using social networking, according to the Pew Research Center.
- 42% use multiple social networking sites
- 71% are Facebook users (up from 67% in late 2012)
- LinkedIn, 22%; Pinterest, 21%; Twitter, 18%; Instagram, 17%
- Majority of Facebook and Instagram users check in daily
- 60% of online adults 50-64 use Facebook

NEWS

- Pew found that half of Facebook and Twitter users get news on those sites
- Among adults who get news via a social networking site and "often" get news on a mobile device, 54% turn to Twitter; 51% to LinkedIn
- Those who get news via social networking still get news on traditional platforms in some cases, most frequently local TV (print newspapers, cable TV, and radio varied by primary social platform)



Why Do I Care About All This?



If you're writing for someone other than yourself and friends and family, you need to know what's competing for their time when it comes to reading your work.



You need to know where they go for information/entertainment/education and how those choices might affect what you write and how you write it (length, essay vs. article, article vs. blog post, e-book vs. paperback or hard cover; Twitter vs. Facebook vs. Instagram etc.). It's more important than ever to write well and to write concisely.



You need to know where they find community so that you can be a trusted part of it (associations, blogs, fan pages, Meetups, reviews, etc.). We talk about engagement today rather than "selling."



Now It's Your Turn!



Thanks for coming!

Melanie Rigney

melanie@melanierigney.com

www.melanierigney.com

