



How to Build an Online Audience – Part 1 Exercise: Become an Object of Interest

The best way to attract a large online audience is to become an “object of interest,” which means the ability to draw people to you by using your expertise or personality. Below is a list of ways to attract an audience based on seven different types of genres:

1. Self-Help, Advice, Textbooks: Deliver clear answers to common problems.
2. Biographies, References: Provide insight into historical or current events.
3. Fiction, Romance, Chick-lit: Generate intense feelings of emotion or passion.
4. Gift books, Children’s books, Religious: Serve as a constant source of encouragement.
5. Memoirs, Comedy: Supply a unique sense of humor and wit.
6. Science Fiction, Young adult, Crime: Create feelings of fear, wonder, or suspense.
7. Business, Political commentary: Express counterintuitive opinions; challenge the status quo.

Instructions:

- a. Pick one of the seven categories listed above that best reflect your genre.
- b. Write down three specific statements based on that category that would be attention-grabbing to your audience. For example:

- If you write non-fiction advice books, write down three common problems that affect your audience and list a contrarian solution to each of those problems.
- If you write memoirs or comedy, write down samples of three funny stories that your audience would find hilarious or poignant enough to share with friends.
- If you write romantic fiction or young adult novels, write down three examples of intense emotional scenes (love, fear, betrayal, reunion, etc.) that would captivate your audience.

My Category: _____

Attention-Grabber 1: _____

Attention-Grabber 2: _____

Attention-Grabber 3: _____
