



# INKUBATE

Solutions for Discovering Successful Content

## ScoreIt!™ Writer Case Study

How one Inkubate Client Used ScoreIt!™ to  
Build an Effective Book Marketing Campaign



INKUBATE  
Solutions for Discovering Successful Content

## Overview:

ScoreIt!™ is an objective, science-based tool that helps writers understand ***who they write like*** and connects them to ***key information concerning their matched authors and titles.***

This case study illustrates how one author used her ScoreIt!™ result to identify ***how and to whom to market her book.***

A **ScoreIt!**<sup>TM</sup> result guides you in:

- instantly unlocking your writing style matches;
- linking to your matched authors' bios & websites and the synopses, marketing keywords and reader reviews for each matched title; and
- tailoring your book marketing campaign to attract new readers

Here's what you need to focus on when reviewing your ScoreIt!™ report:

ScoreIt!™ presents the top three commercially published authors whose writing style most closely resembles yours.

ScoreIt!™ links to each matched author's profile and title on [Goodreads](#).

ScoreIt!™ provides the genre and related metadata of each matched title, helping you to effectively position your book in the retail market.

## ScoreIt!™ Measurement

Hi Thomas,

The ScoreIt!™ analysis for *She Confessed, Didn't She?* indicates that your writing style most closely matches the writing style of the first title listed below. For each of the top three matching authors and their titles, the graphed percentiles provide feedback on how closely your writing style aligns along four important writing characteristics. The author who you most closely match has averaged sales of 600,000-610,000 books per title across all of the titles published in their career. Key drivers of your book's future success include self-promotion, your publisher's marketing support, and the correct genre classification of your book in the retail marketplace

Ratings Key  Authorial Vocabulary  Expressive Complexity  Grammar  Tonal Quality

### Top Matching Titles

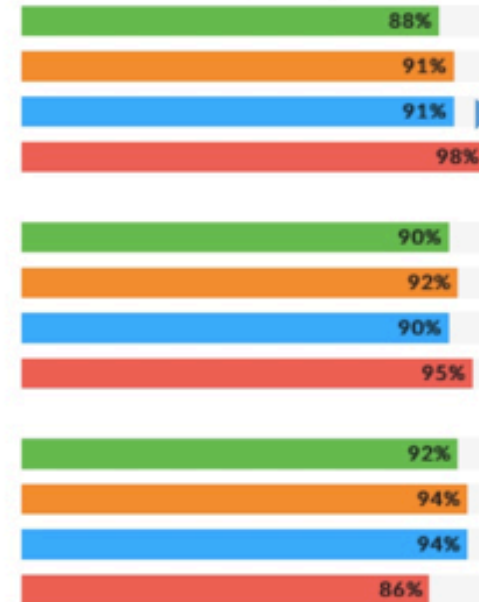
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Title: *The Longest Ride*  
By: Nicholas Sparks  
Publisher: Grand Central Publishing  
Publish Date: 9/1/13  
Format: Adult Fiction  
Genre: Romance  
Pages: 398
- 

Title: *State Of Wonder*  
By: Ann Patchett  
Publisher: HarperCollins  
Publish Date: 6/1/11  
Format: Adult Fiction  
Genre: General Fiction  
Pages: 353
- 

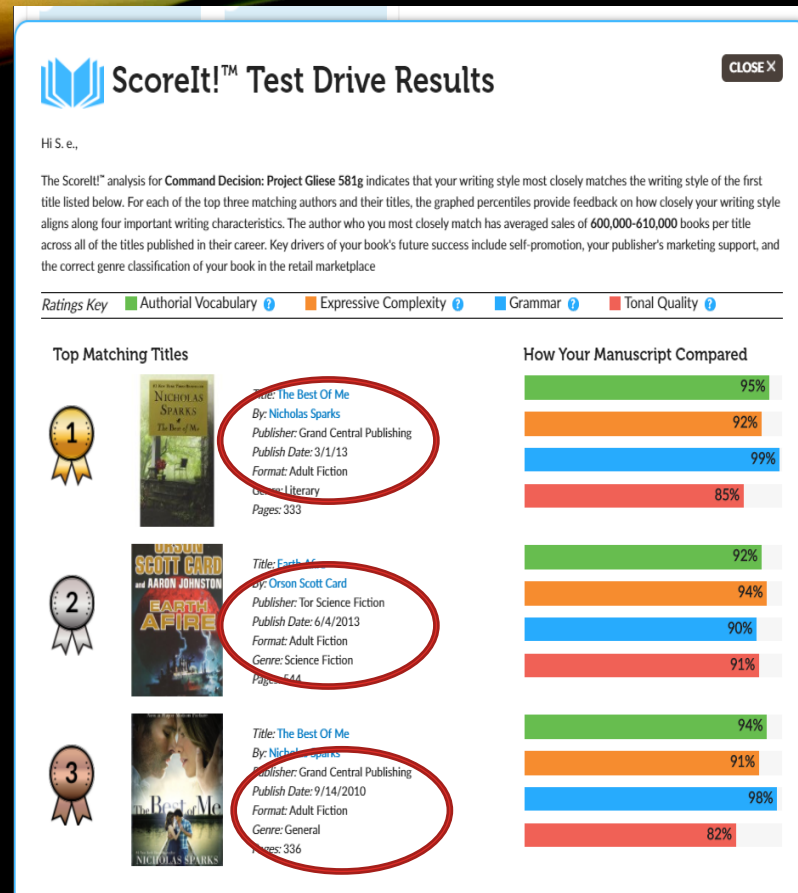
Title: *The Hit*  
By: David Baldacci  
Publisher: Grand Central Publishing  
Publish Date: 9/1/13  
Format: Adult Fiction  
Genre: Suspense/Thrillers  
Pages: 432

### How Your Manuscript Compared



ScoreIt!™ calculates how your work compares to your matched authors' titles along four key features known to be concrete markers of writing style.

Below you will see how self-published author, S.E. (Susan) Smith, used her ScoreIt!™ report to build a new marketing campaign for her book, *Command Decision*:



When Smith ran her title, *Command Decision*, through ScoreIt!™, her writing style was matched to two books by Nicholas Sparks and one book by Orson Scott Card. Smith clicked the Goodreads links (highlighted above) to learn more about her matched authors and titles.





41 ratings | 40 reviews | avg rating:5.00

[more photos \(1\)](#)

[Following](#) ▼

## Nicholas Sparks

Goodreads Author

Born	in Omaha, Nebraska, The United States
Website	<a href="http://www.nicholassparks.com/">http://www.nicholassparks.com/</a>
Twitter	<a href="#">SparksNicholas</a>
Genre	Literature & Fiction, Romance
Member Since	April 2012
URL	<a href="https://www.goodreads.com/NicholasSparks">https://www.goodreads.com/NicholasSparks</a>

[edit data](#)

Nicholas Sparks is one of the world's most beloved storytellers. All of his books have been *New York Times* bestsellers, with over 105 million copies sold worldwide, in more than 50 languages, including over 75 million copies in the United States alone.

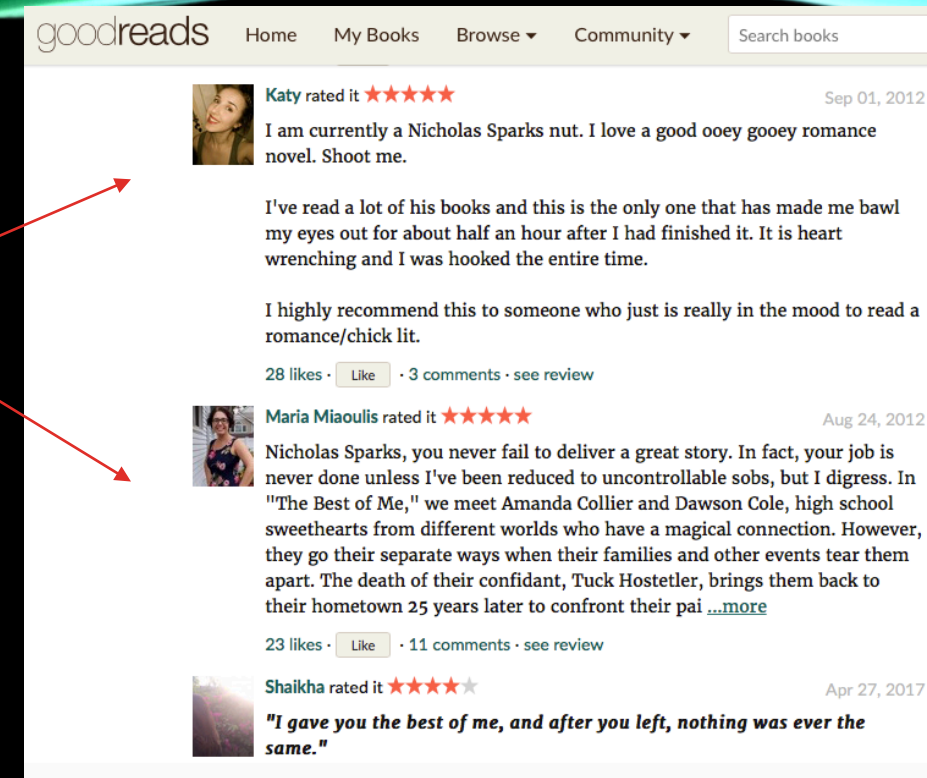
Sparks wrote one of his best-known stories, *The Notebook*, over a period of six months at age 28. It was published in 1996 and he followed with the novels *Message in a Bottle* (1998), *A Walk to Remember* (1999), *The Rescue* (2000), *A Bend in the Road* (2001), *Nights in Rodanthe* (2002), *The Guardian* (2003), *The Wedding* (2003), *True Believer* (2005) and its sequel, *At First Sight* (2005), *Dear John* (2006), *The Choice* (2007), *The Lucky One* (2008), *The Last Song* (2009), *Safe Haven* (2010), *The Best of Me*

[...more](#)



ORRAH'S NEW

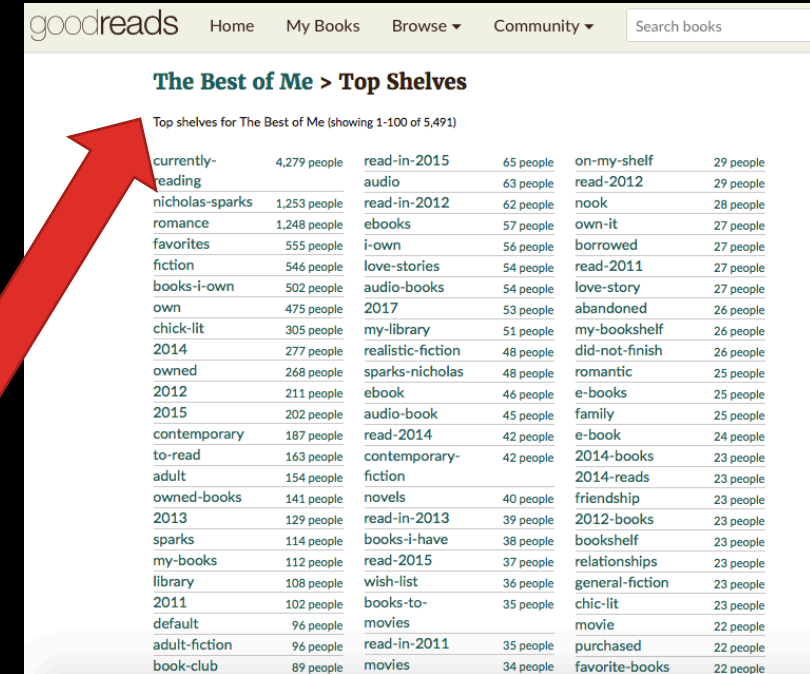
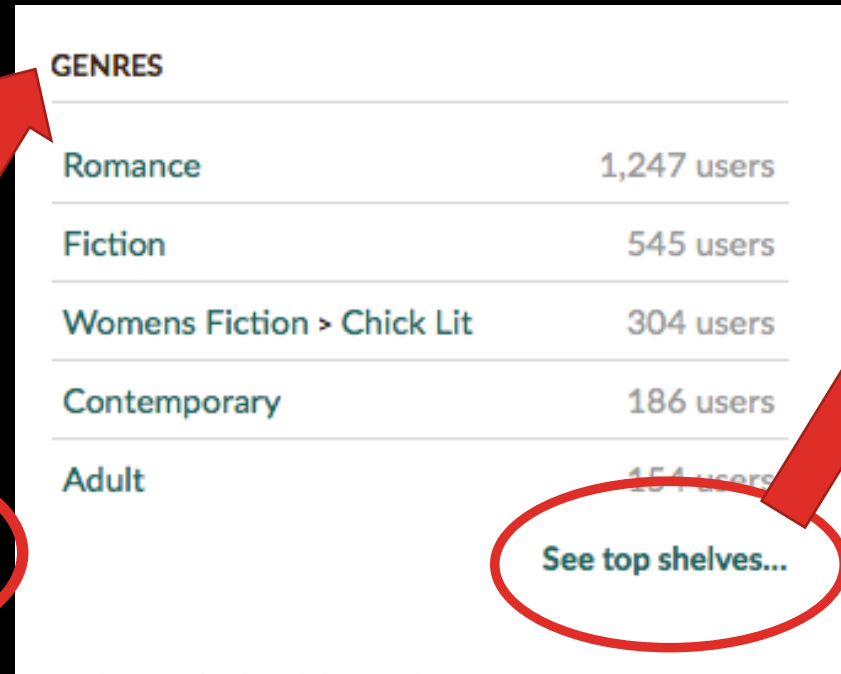
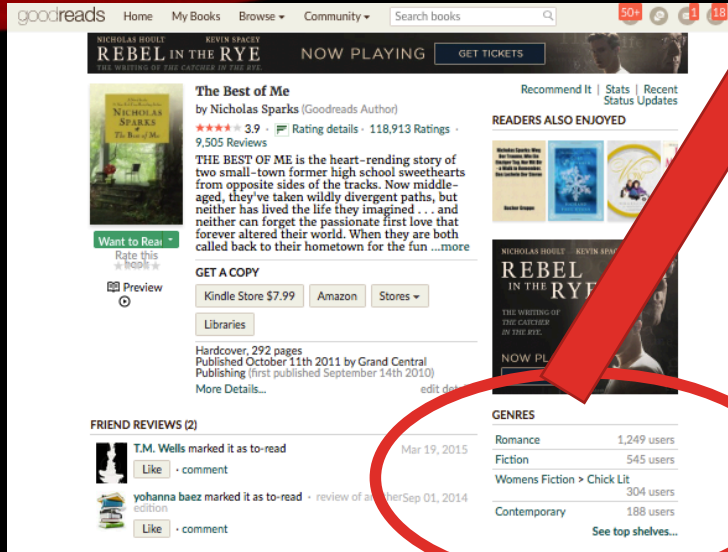
Clicking on the Goodreads link next to her top matched author, Nicholas Sparks, Smith accessed Spark's public profile and a link to his website, where important information such as Sparks's interviews and biography helped Smith understand how he appeals to and reaches readers and positions himself in the retail market.



The second link on Smith's ScoreIt!™ result navigates to Spark's title on Goodreads. Here, Smith was able to instantly review the title's synopsis and marketing language. Smith also clicked on "Reviews" to read the opinions of customers who have read his title. Their perspectives helped Smith better understand how to appeal to Sparks's fan base.



# Matched Title View on Goodreads



For each matched title showcased on Goodreads, there is a “Genre” breakdown on the right-hand side bar of the platform. By clicking “**See top shelves**,” Smith discovered the keywords that *readers chose* when saving Sparks’s title as “read” or “to be read.” She made notes on the reader-generated keywords that married up well with her own title.

Through a comprehensive review of her **top matched authors' bios and websites** and the **synopses, reader reviews & keywords** for her top matched titles, Smith summarized the characteristics of her novel alongside those of her top- matched titles. She then highlighted the words that represented similar themes or genre.

- **Command Decision** is an **action adventure** and **suspense**-filled **love** story about an **outer space Commander** who **doesn't always play by the rule book** and who faces what may be a one-way **mission** to investigate an **unknown object**.
- **The Best of Me**, by Nicholas Sparks, is a **romantic** novel about two teenage sweethearts who re-connect as adults after the **death** of their mutual mentor and find themselves **embroiled** in a **familiar love affair**.
- **Earth Afire**, by Orson Scott Card, is a story of humans **training for battle** and deals with the emotions associated with **war, death, tragedy and alien contact**.

Below is the ScoreIt!™-inspired book ad that Smith composed. It emphasizes the themes and genre that link her novel to her matched authors' titles. Smith's aim with this ad was to attract the readers of her matched authors to her title.

“Can **love** survive **tragedy** among the **stars**? A **Navy Commander** protects the **alien** woman he **loves** even as he leads the **rebellion** in a **distant star system**.”

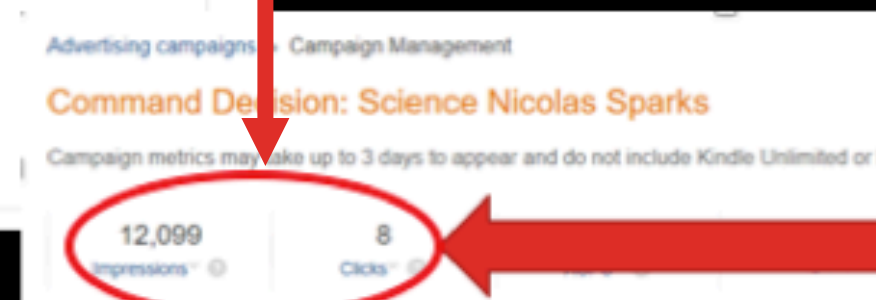
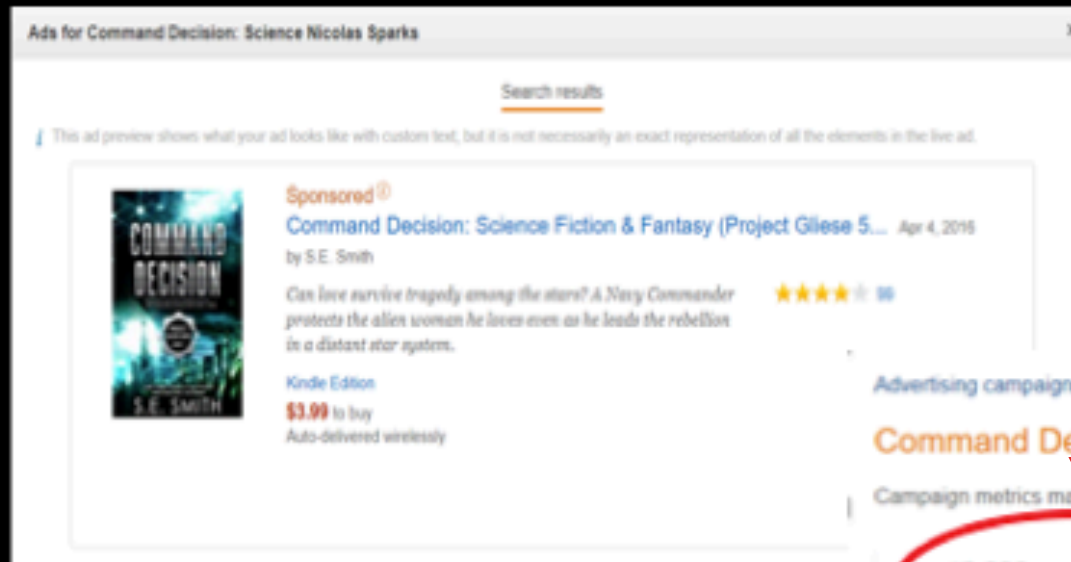
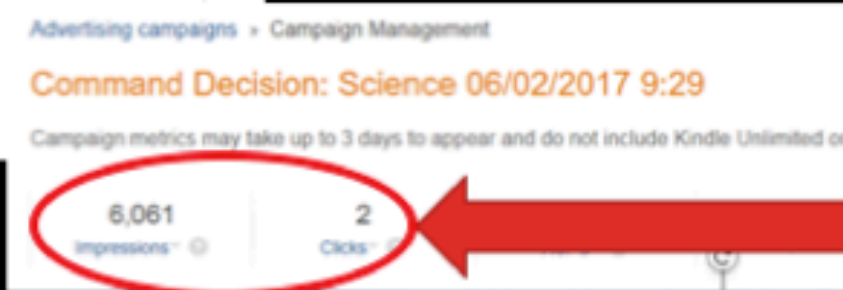
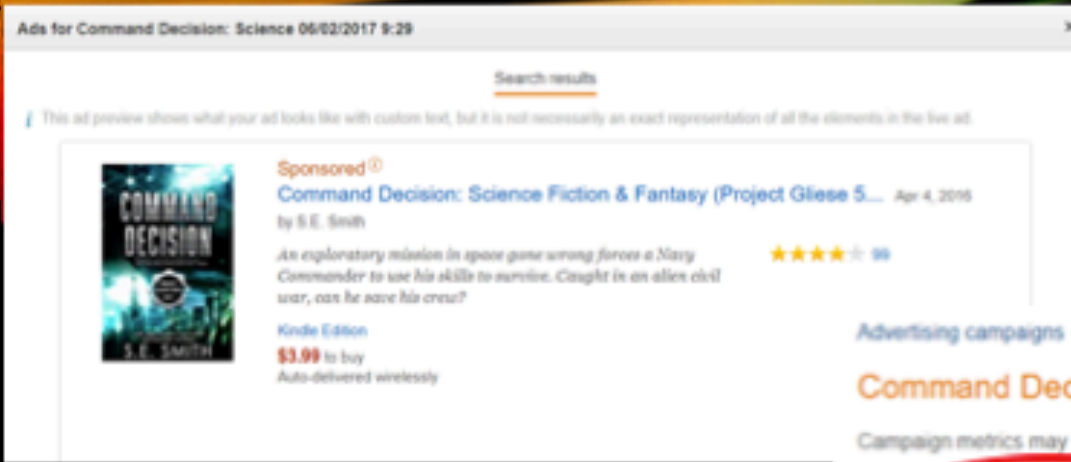
Over the course of one month, Smith ran her “ScoreIt!™-inspired” ad for *Command Decision* alongside another ad she had composed earlier for the same title. Her goal was to see how one ad compared to another in terms of customer impressions and click-throughs.

As shown in the image below, Smith’s ScoreIt!™-inspired ad received **2X the number of impressions and click-throughs** as did her original ad for the same title.

# Using ScoreIt!™, Smith Doubled her Ad Impressions & Click-Throughs

Number of impressions & clicks without ScoreIt™ results

Number of impressions & clicks using ScoreIt™ Results!





[Click here](#) to listen to Smith, ***in her own words***, comment on the value of ScoreIt!™.



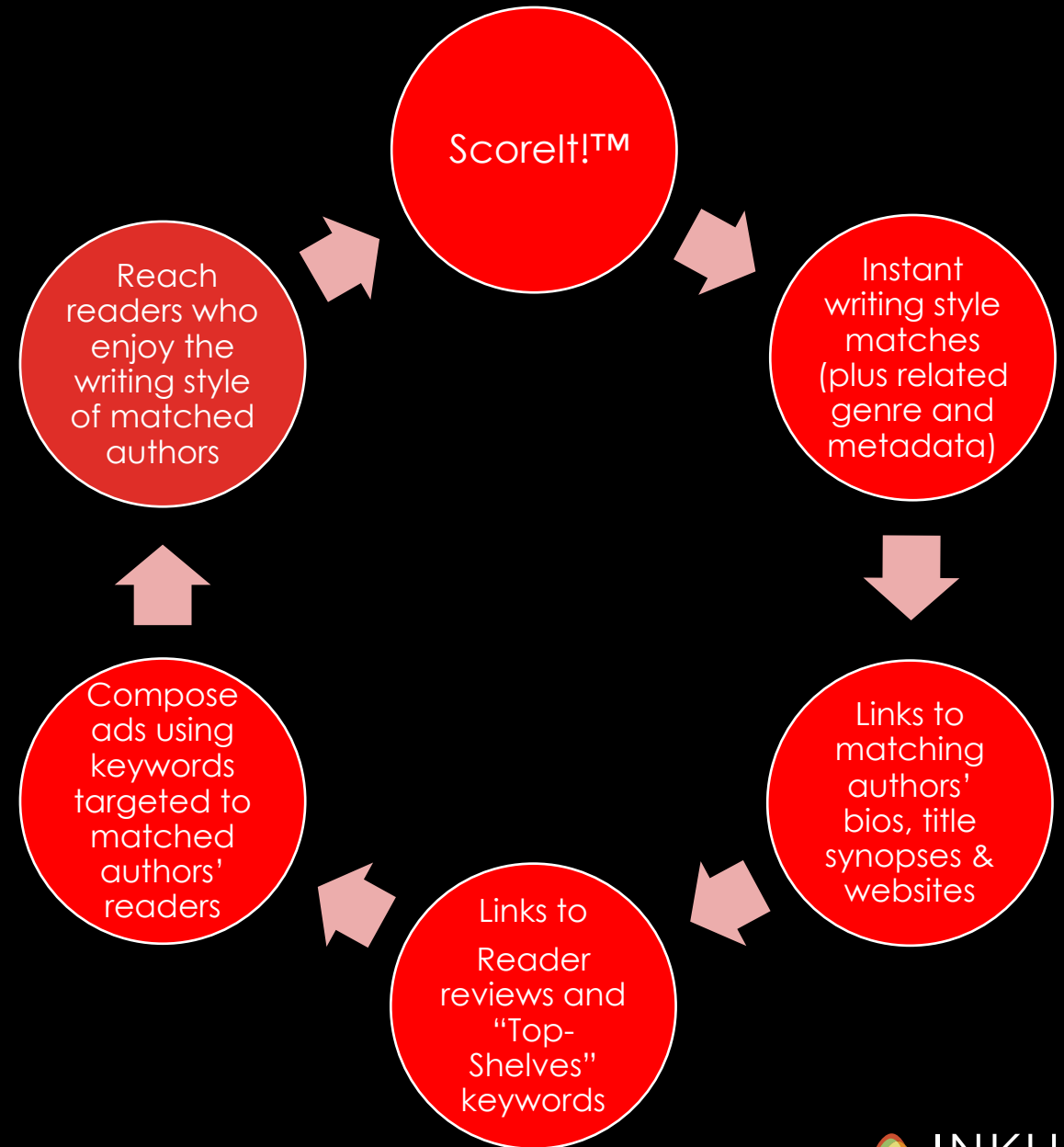
## In Summary:

Using ScoreIt!™, Smith instantly:

- matched her writing style;
- linked to her matched authors' bios, title synopses & websites
- accessed book reviews and reader-generated keywords for her matched titles.

Smith composed a book ad focusing on the themes common to her title and those of her matched authors.

The result was that Smith succeeded in **doubling her ad's impressions and click-throughs.**



Smith shared her ScoreIt!™ results so that other self-published authors can apply ScoreIt!™'s principles to better connect with readers.

Please consider sharing your ScoreIt!™ results with us so that we can share your experience too.

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