Reach New Readers: Three-Step Guide

Inkubate's ScoreIt!™ technology helps you identify readers who are likely to enjoy your book and offers recommendations for keywords and marketing phrases to connect with them. It's the industry's only solution that reveals who you write like and how to target the readers of your top-matching authors.

ScoreIt!™ works by applying thousands of algorithms to analyze the underlying ways you use language to communicate. Your writing "fingerprint" is than compared to the "fingerprints" of bestselling authors to find your top matches. The readers of your top-matching authors are a natural audience for your book, since how you write is a critical factor that explains prominently why readers like certain books and authors rather than others. ScoreIt!™ then analyzes the reader audience of your top-matching authors by scouring all of the positive book reviews posted online by these readers and ranking the keywords and phrases used by these readers to describe the books they like. These readers are likely to use these same keywords as they search for the next book to read. Using these keywords in your metadata, and in your marketing campaigns, to connect with this reader audience will measurably increase your discoverability.

In three easy steps, this guide helps you get the most from your ScoreIt!™ analysis. You'll learn:
- The three bestselling authors you most similarly write like
- How these authors (and their publishers) market their books
- How their readers describe the books they like and search for new ones
- How to become visible to these readers and turn them into your customers

Book discovery is the biggest challenge in the world of book publishing, and ScoreIt!™ helps you solve this dilemma. Get your book discovered and sold with ScoreIt!™.

Step One: **Learn Who You Write Like**
An example of a ScoreIt!™ report is below. Take a look at yours to begin to understand how to unlock your book's sales potential. This portion of the ScoreIt!™ report lists (1) your three top-matching books/authors, (2) provides links to each of their book and author pages, and (3) displays the statistical results as to how "close" your style of writing compares to each of these authors across each of four major writing features.
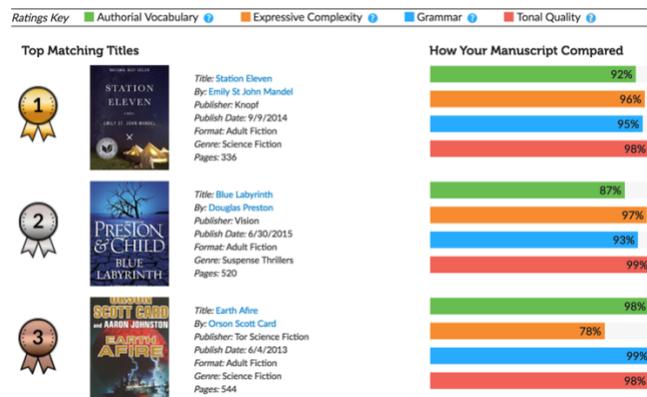
If you are interested to learn about the science behind ScoreIt!™, a detailed report – *The Amazing ScoreIt!™ Technology – The Story Behind the Science* – can be downloaded here. In this report is also a case study describing how our writing style science revealed J.K. Rowling as the author who also published under a pseudonym the book, *The Cuckoo's Calling*, by Robert Galbraith.

The authors who are your three best matches each have an audience and, regardless of the genre of their book, their reader audience is likely to be your audience because their readers enjoy the ways these authors write and you write similarly.

The links in your ScoreIt!™ report make it easy for you to explore how these authors (and their publishers) position and market their books to their readers. Study the language in the book synopses and descriptions that are used to connect with these readers. The link in your ScoreIt!™ report opens up the synopsis found on the Goodreads site. We encourage you to look at the written descriptions found on Amazon and B&N too.

Step Two: Learn How Their Readers Search for New Writers
The next step – and a powerful one – is to review how readers of the books you match describe them. Why is this so important? A good analogy is the music industry, led by companies like Pandora and Spotify, who understand the key importance of style. They ask their customers "did you like this song?" and then recommend other musicians whose style is highly similar to the artist whose song the listener liked.

The same applies to the written word. As a reader, if you like a particular author, a key factor is the way that author writes. So, if a reader writes a positive book review online about a book they enjoyed reading, the keywords they use in these reviews will be some of the same ones they use to search for the next book to read. Therefore, knowing the language these readers use to describe a favorite author is critical to connecting with these same readers.

Today, hundreds if not thousands of reader reviews are easily found online. ScoreIt!™ provides a link to the book reviews listed on the Goodreads site. Explore these and as well as those on sites like B&N and Amazon. Focus on the positive book reviews and study the keywords used by these readers.

Station Eleven

science fiction
sci fi
post apocalyptic
survival is insufficient
actors and musicians
before the flu
production of king
performance of king
attack on stage
before the collapse
traveling symphony
flu wipes out
before the pandemic
museum of civilization
playing king lear
musicians and actors
actor who dies
dies on stage
collapse of civilization
georgia flu
speculative fiction
band of actors
end of civilization
sweetness of life
actor who died
called the georgia
group of actors
music and shakespeare
called station eleven
travelling symphony
post apocalyptic story
pandemic that wipes
post apocalyptic world
adult fiction
21st century
georgian flu
shakespeare and classical
pandemic wipes out
virus wipes out
troupe of actors
during a performance
post apocalyptic novels
pre and post
fan of post-apocalyptic
population is wiped
performing shakespeare
lear in toronto
king lear
played out under
eleven comic
post apocalyptic genre
flu that kills
child actress
worlds population
flu wipes
flu pandemic

This list is an automated analysis of **hundreds** of reader reviews collected from the internet. We've scoured the web for reader's who published their review of your top matching ScoreIt!™ title and present here the prominent phrases and keywords that these reader/reviewers are sharing with other readers on-line as they discuss this top matched book.

The list is presented in a format that shows you a relative importance and weighted ranking based upon the frequency of an identical phrase or term appearing in multiple unique reader reviews. Generally, the "greener" the color bar and the larger the font, the higher the score for the reader phrase. However, every phrase shown in this report was seen many times across the hundreds of reviews analyzed.

As you develop and refine a marketing plan for your title, remember, that in an on-line world, it is data like that presented here, known as *metadata*, that describes your book offering to the marketplace and helps makes it *"discoverable"* in on-line searches. This is the way that publishers think and you should too. It is one way how publishers sell their books into a crowded marketplace.

To use this information to your advantage, think not only about how you are classifying your book by genre (or multiple cross-over genre), but also evaluate how you describe your book in its synopsis; how you use keywords or "tag-clouds"; or, promote through your advertising. Consider including some of these prominent reader phrases, since they are already part of the dialog for audience members that read books by writers with writing styles similar to yours.

When you upload your book to a bookseller website like Kindle or B&N Press and/or, if you use Google Adwords or other similar platforms, these are phrases and keywords that may help trigger your advertisement display as the result of a search.

Remember, ScoreIt!™ shows you how your writing is similar to your best matched authors - authors that **already** have found an audience. Research has shown that readers like authors who **"write like"** their favorite authors - even across differing genre. Capitalize on this fact by speaking the language of these readers and you can increase your odds of being discovered!

Automated Audience ESP™ Report
If all this sounds like heavy lifting, fear not, Inkubate has now done it for you! As part of the ScoreIt!™ analysis, we have automated the process of analyzing positive reader reviews for your top matched title. The ScoreIt!™ Audience ESP™ report (a sample is below) provides you with a valuable list of ranked keywords and phrases that you should be part of your metadata strategy.

These keywords will become one of the foundations for your marketing, and in particular for the metadata you populate on the book retailing sites (e.g., Amazon, B&N, Kobo, etc.) where your book is available to purchase. This metadata connects you with your potential reader audience. As readers search for the next book to read, if your metadata includes keywords used in these book searches, your book will appear in search results that more often. The key to successful digital marketing is to connect with your target audience and increase your search results and impressions. ScoreIt!™ helps you to achieve these improved results.

Step Three: Learn How to Be Visible To These Readers
You are now ready to use these marketing insights to effectively connect with the readers who will like the way you write. It's important to note that this approach is not about connecting with readers based on the content of your story. Genre-based marketing is a traditionally-used approach that is common-sensical but not based on data science. Yes, readers will search for books based on genre so craft marketing copy in your ad campaigns that describes your novel and excites potential readers. But, to enhance your book marketing efforts, incorporate the language of readers who you now know will like your style of writing – regardless of genre – to become more visible to a larger audience, and to an audience already primed to like you as an author.

Consider these techniques:

(1) Use the lists of keywords you have developed in the metadata you provide to online booksellers, such as B&N, Amazon, Kobo, and the independent bookstores and public libraries (yes, your book is in catalogs that these brick-and-mortar can search on behalf of their customers and patrons)
(2) When you bid on keywords associated in an online marketing campaign such as Google Adwords, Amazon Marketing Services, or Bookbub, use some of these relevant keywords to gain visibility for your ad with readers who likely will be interested.
(3) Use these keywords as part of your search engine optimization (SEO) strategy.

Remember, these are keywords that will be used by the readers who are likely interested in you as an author, They will search for the next book to read using some of these keywords, so incorporating them into your metadata strategy will increase the visibility of your book in the various search results that are seen by these readers.

The Bottom Line
The keys to effective marketing are knowing who your audience is and effectively targeting them in your promotional efforts. Metadata is a critically important tool in the book industry, used widely and strategically by publishers to gain awareness and visibility of new books in the marketplace and to show up in as many search results as possible. Authors can leverage the power of metadata as well. ScoreIt!™ is the one and only tool to achieve these objectives by accurately identifying who you write like and understanding how the readers of these matched authors search for and discover new books to read.

We invite you to share your experiences with Inkubate. By doing so, Inkubate hopes to help more and more authors get discovered, find their audiences, and effectively market their books.