

## Marketing Fiction



Carmen Leal, *I Chose You, Imperfectly Perfect Rescue Dogs and Their Humans*

How do you identify the people likely to be interested in a novel? How do you reach them without spending huge sums of money? Target your readers by asking questions and researching the answers.

1. What key subjects are in the book?
2. Is your novel set in a particular geographical area?
3. Is your protagonist employed? Is his career of interest to readers?
4. Are there associations and other groups with members who would read your novel?
5. Can your novel be used as required or supplementary reading for courses?
6. Are there bulk sales possibilities through obvious targeted groups?
7. Does the plot or subplot tie into news?
8. Besides bookstores, where are some places to reach readers interested in your story?
9. Are there non-fiction articles you can write that relate to your book's plot, character, or locale?
10. Where can you get your book reviewed?

Carmen Leal is the owner of Wag Away Publishing and the author of eleven books including *I Chose You, Imperfectly Perfect Rescue Dogs and Their Humans*. Carmen has over thirty years of experience as a small business and non-profit marketing consultant and is an adjunct professor with Fox Valley Technical College for E-seed™, an entrepreneurial workshop assisting start-up, early-stage entrepreneurs, and experienced small business owners in developing management and planning tools for their businesses.

Carmen and her husband relocated from Hawaii to Oshkosh, yes, there is a story behind the move, and has become an awesome dog mom and a reluctant gardener who knows a crazy amount about Wisconsin weeds. Carmen is a member of the Oshkosh Rotary Southwest and is on the steering committee for her neighborhood association. Learn more about Carmen by visiting [carmenleal.com](http://carmenleal.com) or [wagawaypublishing.com](http://wagawaypublishing.com).