

# HOW TO FIND READERS

**OPT-IN PAGE & FORM IS ESSENTIAL.  
YOU NEED SOMEWHERE TO ENTICE & COLLECT  
YOUR READER'S EMAIL ADDRESS.**

**1**

## **WHERE DO YOUR READERS HANG OUT? GO THERE!**

FB Groups

Goodreads

Local Events such as the Library

Book Clubs

Special Interest Groups - Guest Speaker eg women's groups

Conventions

## **MY LIST:**

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## 2

### **USE YOUR READER AVATAR. GO THERE... & THERE & THERE!**

Stop being an author for a moment.

Stop thinking of your books for a moment.

Where does your avatar hang out that is not book related?

Let's think of your avatar as a person (which they are) 😊

Where does your avatar, the person, hang out?

### **MY LIST:**