

The background features a purple-to-pink gradient. Several lightbulbs are hanging from the top, with their filaments visible. A hand is shown on the right side, holding a pen and pointing towards the text. The overall theme is creative writing and marketing.

How to Write to Market

(Without Selling Your Soul)

with Michael La Ronn



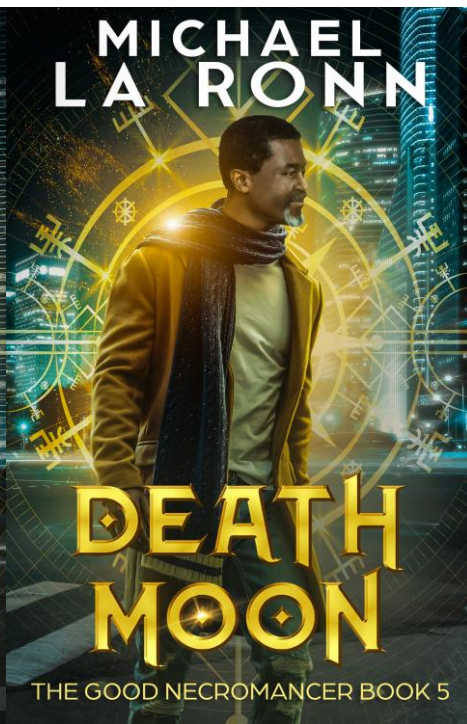
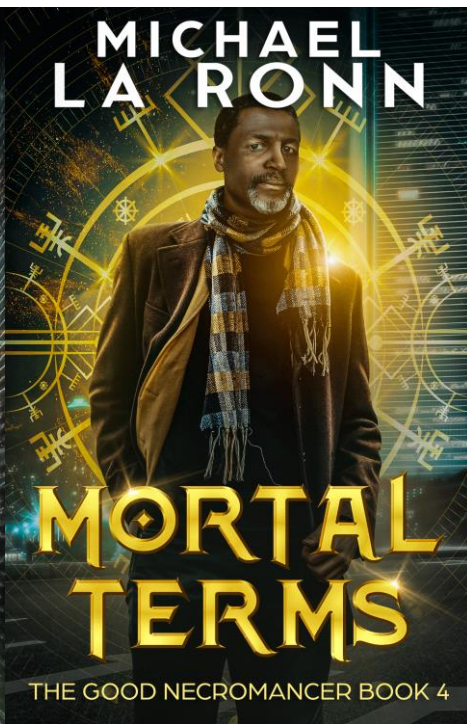
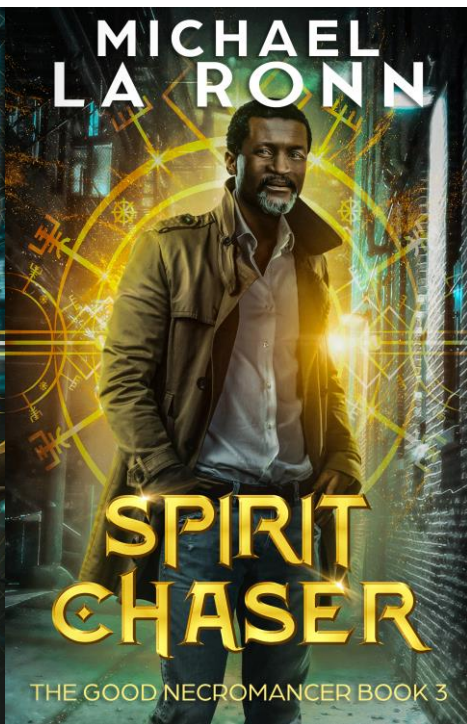
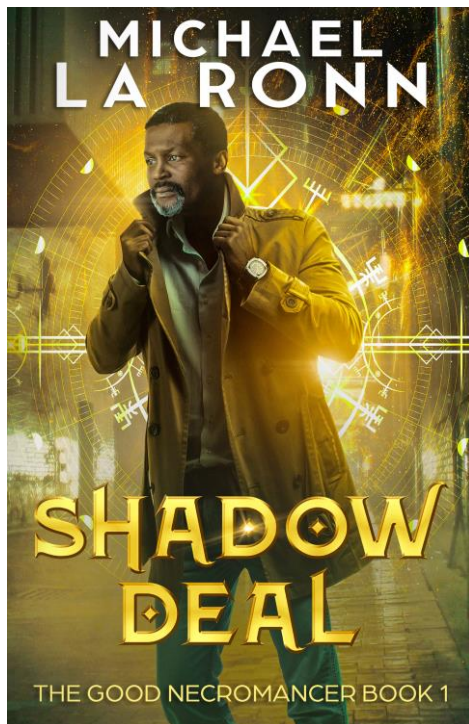
MICHAEL LA RONN

Dad.

YouTuber (Author Level Up).

Author of 90+ books.

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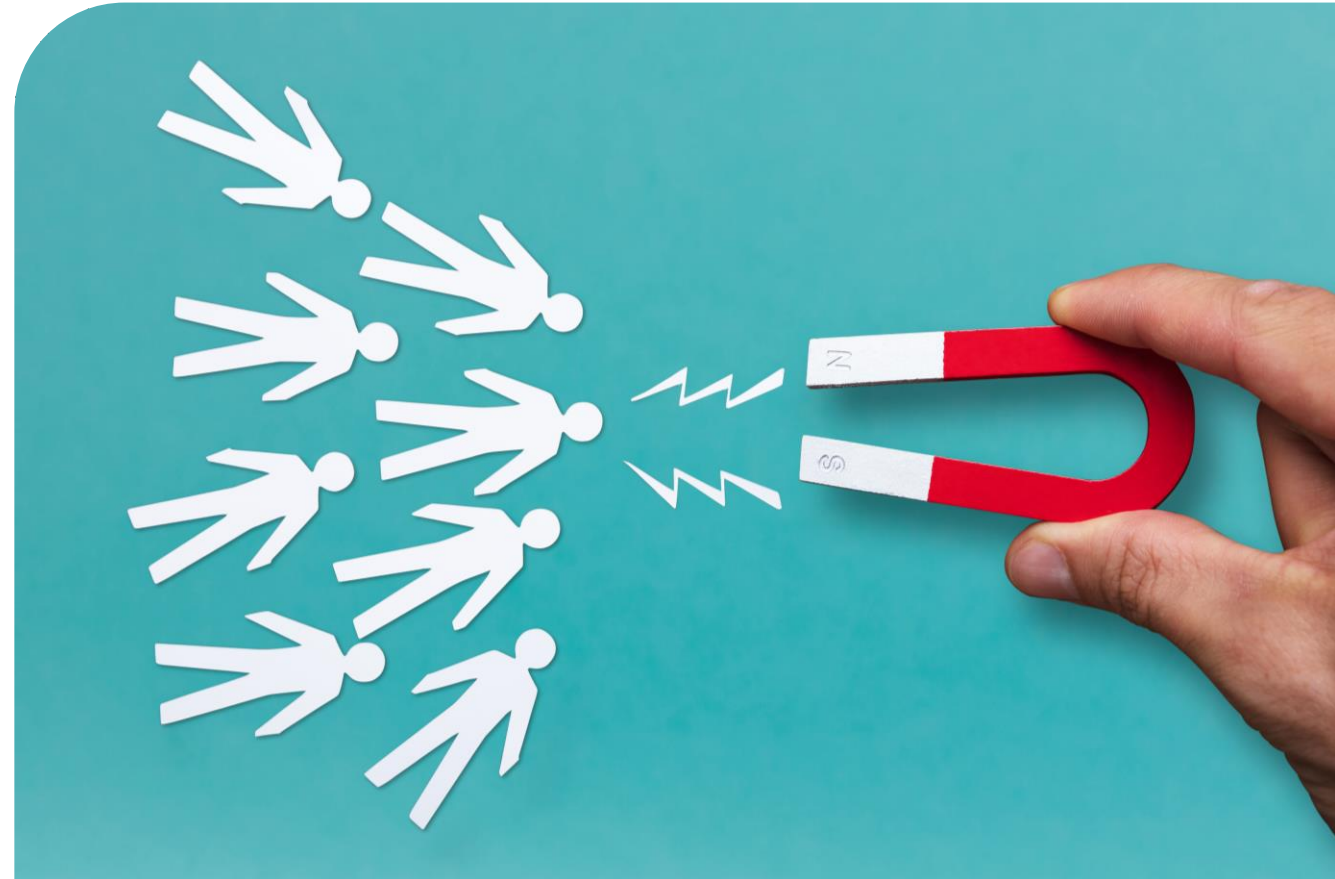
OVERVIEW



What writing to market is, and what it isn't



What to do before and after writing your book






**What writing to market is
(and isn't)**



What it
shouldn't
be



● **Soul-sucking.** ●

- 
- Writing books you hate just to make \$\$\$
 - Writing in genres you don't care about
 - All about the \$\$\$

What it should be: FUN!

- Write in genres you love, telling stories you love
- When you have fun, readers feel it
- It's still hard work, but waaaaay better to have fun doing hard work, amirite???



Writing to market defined

Writing books in a **popular subgenre** you love that readers are willing to pay you for.

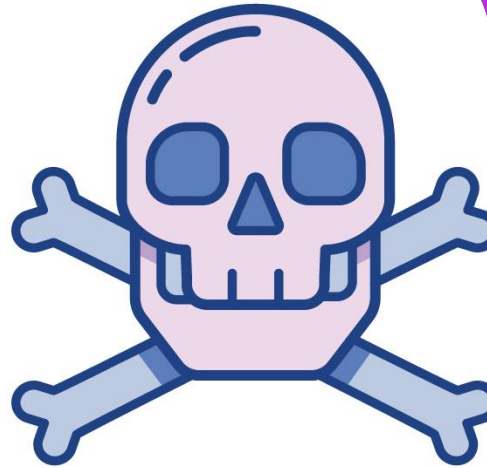
(Or, writing at the intersection of art and commerce, but that's really buzzwordy.)



Examples of subgenres (fantasy)



Epic



Dark



Fairy Tale



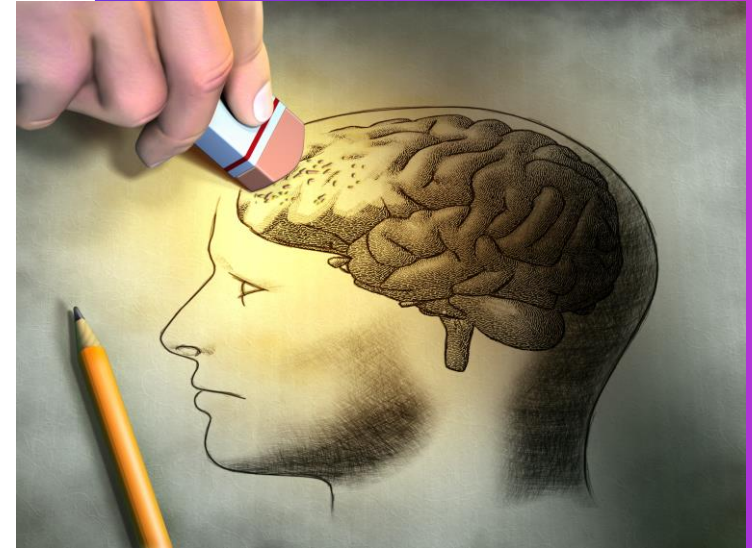
Urban



What to do before you write your book

Nothing. Just write.

- Have fun!
- Don't let marketing distract you from your story.
- Focus on the marketing when you're done.
- OPTIONAL: Let alpha readers who are versed in the genre read your first chapter and offer feedback.





What to do after writing your book

Figure out what you have

1. Determine which popular subgenre your book fits into
2. Break the subgenre down into key elements
3. Compare your idea to the elements to figure out what your book has in common

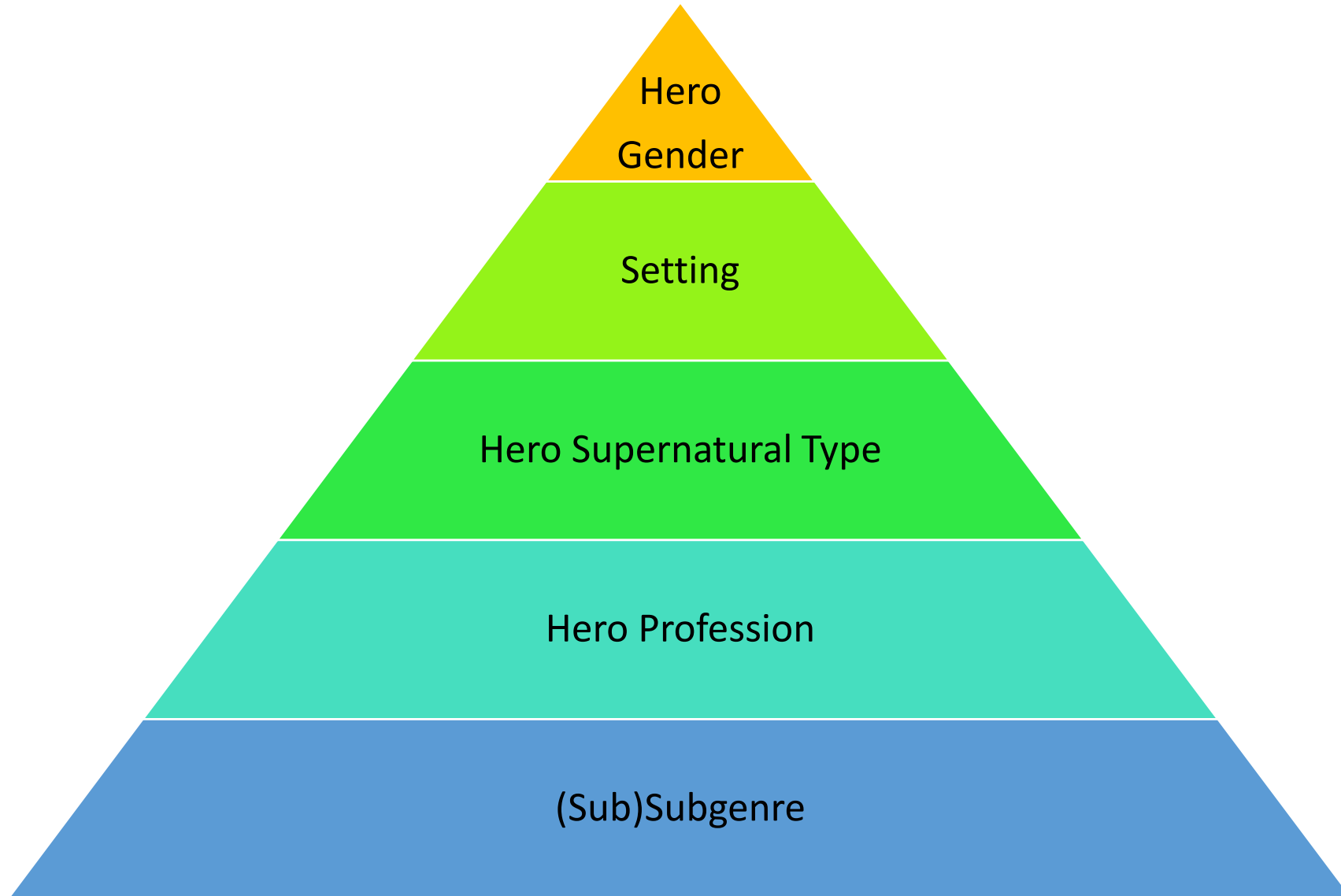


How to find similar books in your subgenre

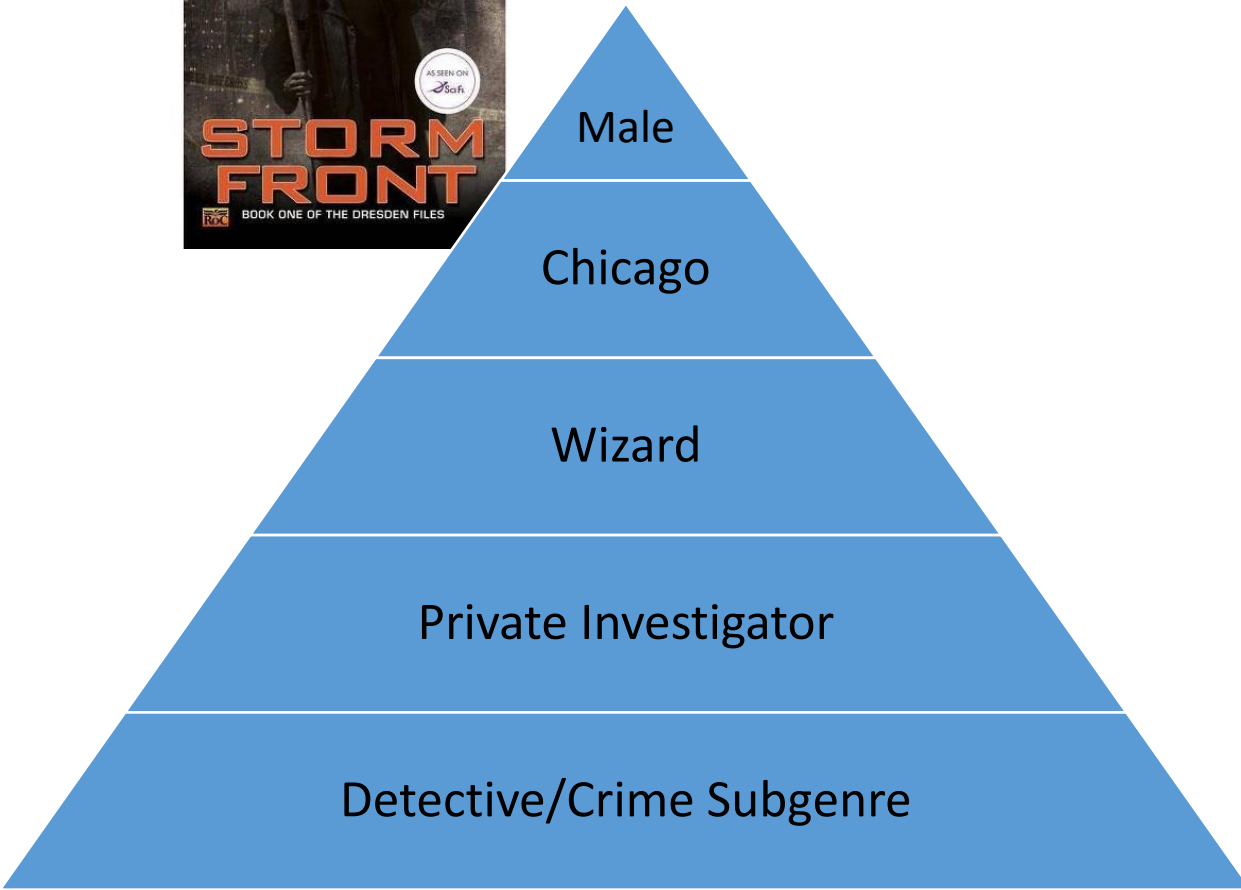
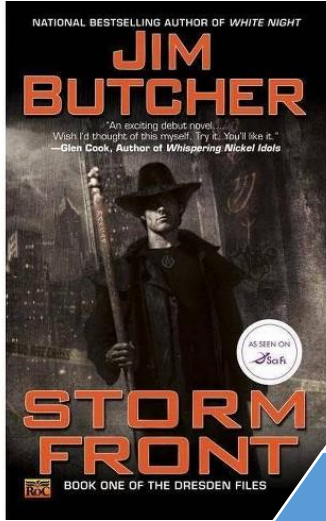


Your Knowledge of the Genre	Amazon (Also Boughts, Ad Carousel, Popularity & Bestseller Lists)	Goodreads	Ask fellow authors
Web Search	Social Media	Physical Bookstores	Libraries
Librarian Reference Books	LibraryThing TagMash	Author Associations (i.e., ALLi)	TVTropes.org
How-To Writing Books in the Genre	Analysis Reports (K-Lytics)	Analysis Tools (Publisher Rocket)	Book Blogs
Short Story Magazines	Word of Mouth	Survey Existing Readers	ChatGPT

Breaking down your subgenre: an example (urban fantasy)



Breaking down your subgenre: an example (urban fantasy)



← Your Book



Breaking down your subgenre: we're not finished yet...



The Basics

Book Title

Words in Title

Series Title

Words in Series Title

Trad/Indie Published

Page Count

Formats Available

Kindle Unlimited/Wide

Price

Ebook Price

Paperback Price

Audiobook Price

Cover

Color Scheme

Model/Symbol

Background

Title Font

Title Style

Author Name Font

Author Name Placement

Series Title Placement

Craft

POV

Romance %

Romance Level

Chapter 1 First Line

Chapter 1 Summary

Book Description

Headline

Body

Call to Action

A+ Content

Testimonials



More research tips

- **Don't give up.** ●
- Look for **indie authors** in your subgenre.
- Match as many elements as you can.
- Don't despair—it just takes time.
- If your book truly is “offmarket”, learn from the experience and apply it to the next book.

Action items

1. Writing to market is writing books in a **popular subgenre** you love that readers are willing to pay you for.
2. Write your book and have fun—focus on the marketing when it's done.
3. Figure out where your book fits by finding comparable books.
4. Compare **every** element of your book to others' to determine your book's similarities and differences.
5. Design your cover and book description with your comps in mind.

Other key items:

- Read wide and deep in your chosen subgenre.
- Partner with other fellow authors in your marketing.
- Be persistent—aim to get better at your targeting with every book.





More Help for You

Go to www.authorlevelup.com/writetomarket (or scan the QR code)

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- Get access to my Write to Market Course

My course documents my thought process of learning to write to market. It's nitty-gritty and affordable.





THANK YOU

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