

Understanding Your Writing Style: How to Reach New Readers in Four Easy Steps

Inkubate's ScoreIt!™ technology provides exciting insights into your writing style and reveals who your writing style most closely resembles. Once you know who you write like, you can find readers likely to be interested in your book, based on their reading preference. Armed with this insight, you'll be able to target your marketing to this prime audience.

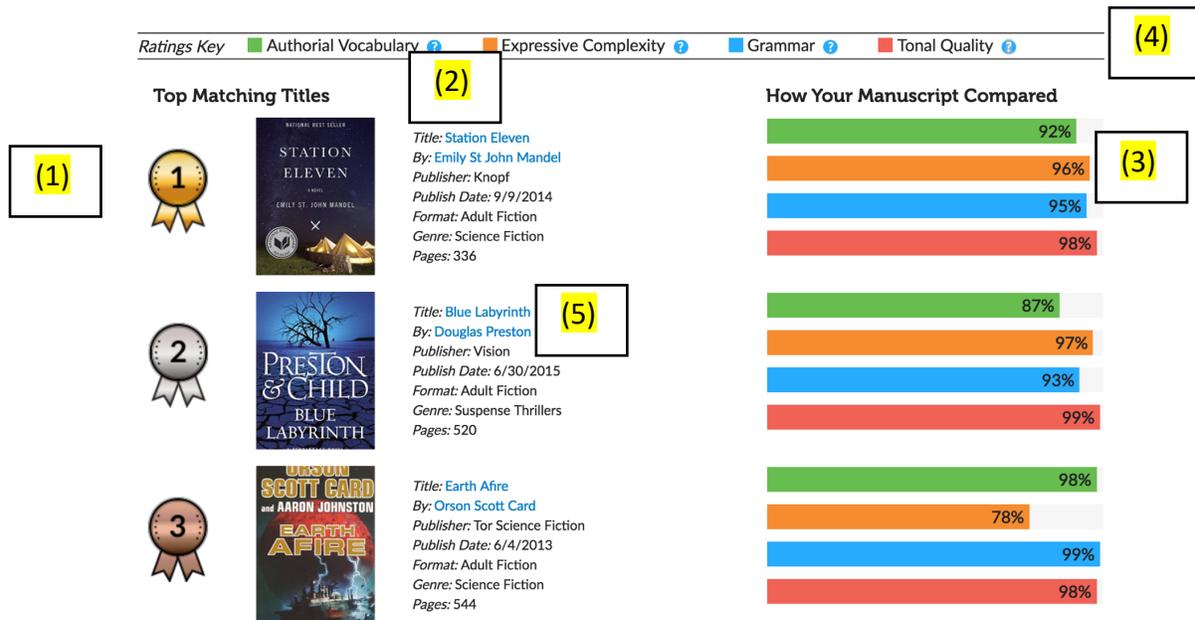
In four easy steps, this guide helps you get the most from your ScoreIt!™ analysis. You'll learn:

- Your top three matches among commercially successful authors.
- How these authors (and their publishers) market their books
- How their readers describe the books they like
- How to identify keywords and descriptive phrases you can use to attract readers who enjoy your storytelling style – a prime audience for your book.

Book discovery is the biggest challenge in the world of book publishing, and ScoreIt!™ helps you solve this dilemma. With the information and links contained in the ScoreIt!™ report, you can begin the journey to more effective book marketing. Get your book discovered and sold with ScoreIt!.

Step One: Learn Who You Write Like with Your ScoreIt!™ Analysis

An example of a ScoreIt!™ report is below. Take a look at yours to understand how to unlock your book's sales potential.



The report lists the three authors (and a best-selling book by each of them) that best match your writing style.

- (1) The best match is listed first, followed by the 2nd and 3rd best matches below.
- (2) To the right of each book cover is the title of the best-matching book, the name of the author, the publisher, and the publication date. Also included is the major genre information by which the book is tagged in the marketplace through its metadata. These are the “format” and “genre” categories under which the book is listed.
- (3) To the far right of each of the three matches are a series of horizontal bar graphs.
- (4) These indicate the “closeness” in writing style to that particular author across each of the four major writing style feature in the ScoreIt!™ report. By hovering over the “question mark” for each of these families, you will have a better idea how your writing style is influenced.

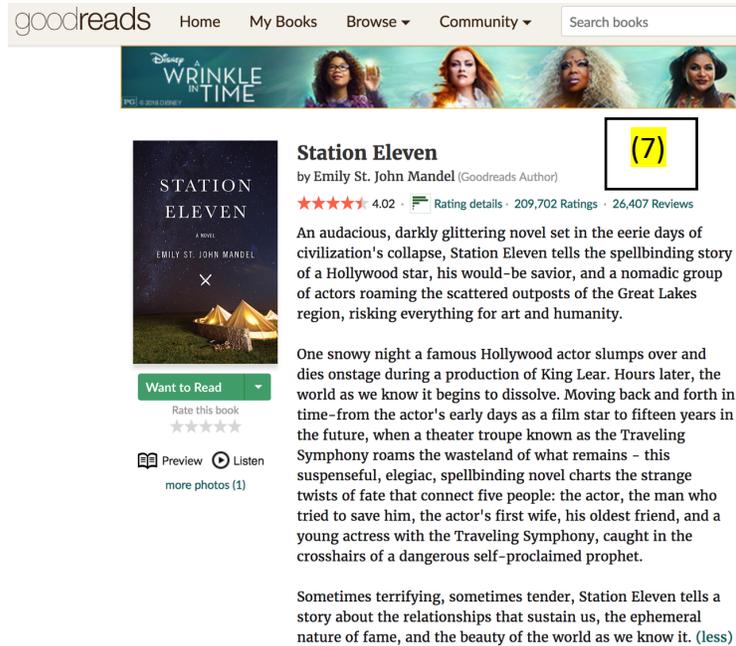
These metrics describe how you compare to each of the three authors along each of these four feature families. They are instructive and explain the basis for your top matches. The best matches are calculated through an aggregate weighted score of these writing style features.

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.

Step Two: Analyze How Your Matched Authors Market Their Books

The authors who are your three best matches each have an audience and in step two, you can learn how each of these authors find that audience in the marketplace. The ScoreIt!™ report makes this easy.

- (5) Start by clicking on the link next to the title of the book (see the ScoreIt!™ report example above). In this example, the link to the book entitled *Station Eleven*, written by Emily St. John Mandel, takes you to its Goodreads book page. The text is a descriptive synopsis of the book written by the author (or possibly his/her publisher). The Goodreads page is shown below.



goodreads Home My Books Browse Community Search books

Station Eleven
by Emily St. John Mandel (Goodreads Author)

★★★★★ 4.02 - Rating details - 209,702 Ratings - 26,407 Reviews

An audacious, darkly glittering novel set in the eerie days of civilization's collapse, *Station Eleven* tells the spellbinding story of a Hollywood star, his would-be savior, and a nomadic group of actors roaming the scattered outposts of the Great Lakes region, risking everything for art and humanity.

One snowy night a famous Hollywood actor slumps over and dies onstage during a production of *King Lear*. Hours later, the world as we know it begins to dissolve. Moving back and forth in time—from the actor's early days as a film star to fifteen years in the future, when a theater troupe known as the *Traveling Symphony* roams the wasteland of what remains — this suspenseful, elegiac, spellbinding novel charts the strange twists of fate that connect five people: the actor, the man who tried to save him, the actor's first wife, his oldest friend, and a young actress with the *Traveling Symphony*, caught in the crosshairs of a dangerous self-proclaimed prophet.

Sometimes terrifying, sometimes tender, *Station Eleven* tells a story about the relationships that sustain us, the ephemeral nature of fame, and the beauty of the world as we know it. [\(less\)](#)

(6) Read and appreciate how the author has described her book and the descriptive phrases and keywords she uses to do so. She has chosen some of these keywords because her research has concluded that her prospective readers will use these same keywords to search for new books. When they do, her book will appear in the search results and the path to book discovery will have begun.

These descriptive phrases, verbs, and keywords are important marketing terms for your book too. That's because your writing style will likely appeal to these same readers. Write down the keywords that you believe relate to your book. Make a list of the keywords that you might want to use in your marketing.

You might want to look at the written synopsis of this book at other sites in addition to Goodreads. Amazon and B&N are two good sites to also explore. The synopses published online are often different across various sites, so it's worth the time to explore the various versions and capture the most meaningful keywords.

Step Three: Learn How Readers Describe the Books They Like

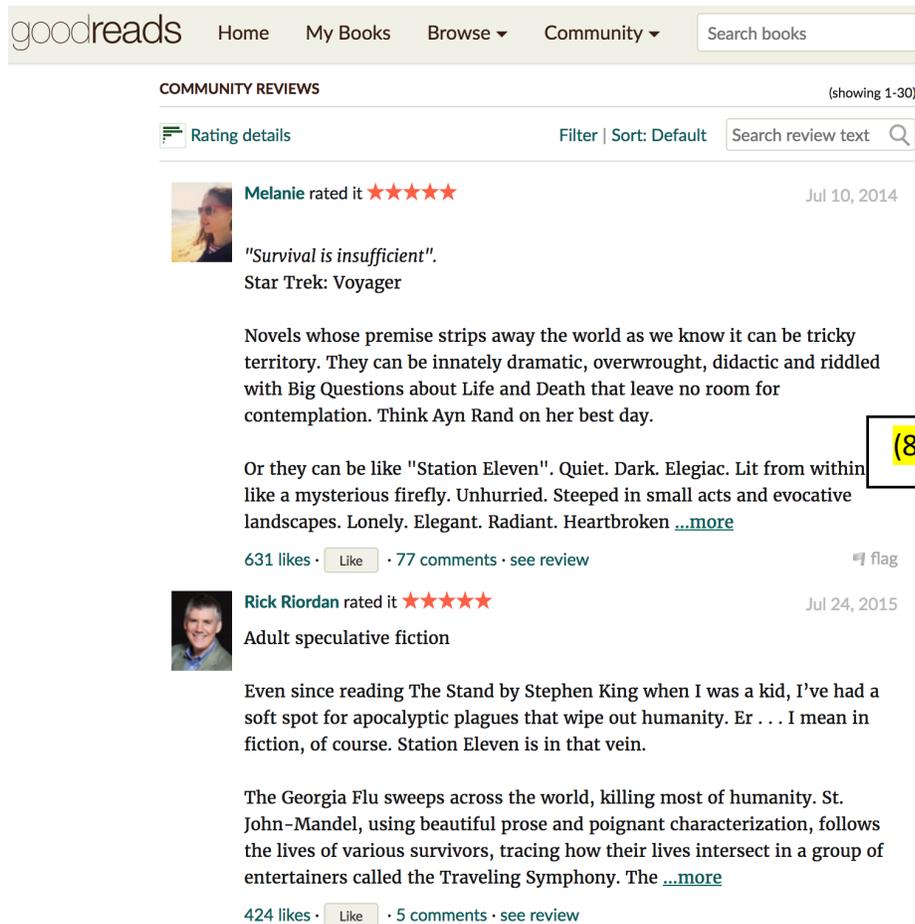
The next step is to review how readers of the books you match describe them. Why is this so important? A good analogy is the music industry, led by companies like Pandora and Spotify, who understood the key importance of style. They ask their customers “did you like this song?” and then recommend other 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 the writing style of a particular author, you will likely be drawn to other authors whose writing style is similar. So, it's really important to analyze how these readers describe the books they like, because the descriptive phrases they use are ones you should consider using in your own marketing, so that they “speak the language” of your target audience.

(7) Today, all sorts of reader reviews are available online. In the sample of *Station Eleven* above, there are 24,607 readers reviews on the Goodreads site above. Examples are shown in the image below.

(8) Just like you did in step two to understand how your matched authors promoted themselves, read a few of the favorable reviews and capture the keywords used by the readers of the authors you most closely match. These keywords will give your valuable insight into how you may want to describe and promote your book, since the keywords reveal how readers search for books they like.

These readers will likely enjoy your book too, since you write stories with a similar style of writing (just as with music). And if you connect with these readers, you have enhanced in a significant way your path to book discovery.



The screenshot shows the Goodreads website interface. At the top, there is a navigation bar with 'goodreads', 'Home', 'My Books', 'Browse', 'Community', and a search bar. Below this, the page title is 'COMMUNITY REVIEWS' with '(showing 1-30)' on the right. There are filters for 'Rating details', 'Filter', 'Sort: Default', and a search bar for 'Search review text'. Two reviews are visible:

- Melanie rated it ★★★★★** (Jul 10, 2014):

"Survival is insufficient".
Star Trek: Voyager

Novels whose premise strips away the world as we know it can be tricky territory. They can be innately dramatic, overwrought, didactic and riddled with Big Questions about Life and Death that leave no room for contemplation. Think Ayn Rand on her best day.

Or they can be like "Station Eleven". Quiet. Dark. Elegiac. Lit from within like a mysterious firefly. Unhurried. Steeped in small acts and evocative landscapes. Lonely. Elegant. Radiant. Heartbroken [...more](#)

631 likes · Like · 77 comments · see review flag
- Rick Riordan rated it ★★★★★** (Jul 24, 2015):

Adult speculative fiction

Even since reading The Stand by Stephen King when I was a kid, I've had a soft spot for apocalyptic plagues that wipe out humanity. Er . . . I mean in fiction, of course. Station Eleven is in that vein.

The Georgia Flu sweeps across the world, killing most of humanity. St. John-Mandel, using beautiful prose and poignant characterization, follows the lives of various survivors, tracing how their lives intersect in a group of entertainers called the Traveling Symphony. The [...more](#)

424 likes · Like · 5 comments · see review

A yellow box with the number (8) is overlaid on the right side of the first review's text.

If you are so motivated, you can also find more reviews on a number of sites in addition to the Goodreads site. Amazon, Barnes & Noble and many other sites capture reader reviews as well.

Professional book reviews are also available online. These book reviewers are key influencers on the reader audience who read these reviews. One such site is Kirkus Reviews

(www.kirkusreviews.com). For *Station Eleven* by Emily St. John Mandel, here's a portion of the Kirkus book review.

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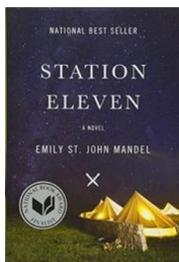
KIRKUS

BEST OF 2017 AUTHOR SERVICES **BOOK REVIEWS** BLOGS PODCAST KIRKUS

Enter To Win **ED SAVAGE** Vol Two "Head surpasses" 
A Free Copy AND THE DECIMATED SAVAGE DEMISE

Search Results: "station eleven"

BOOK REVIEW



NATIONAL BEST SELLER
STATION ELEVEN
A NOVEL
EMILY ST. JOHN MANDEL

FICTION & LITERATURE
Released: Sept. 9, 2014
Reviewed: June 17, 2014

NAMED ONE OF THE BEST BOOKS OF 2014

 **STATION ELEVEN**
by Emily St. John Mandel

"Mandel's solid writing and magnetic narrative make for a strong combination in what should be a breakout novel."

Survivors and victims of a pandemic populate this quietly ambitious take on a post-apocalyptic world where some strive to preserve art, culture and kindness. [Read full book review >](#)

(9)

(9) By reading the full book review, you can evaluate and list the keywords used by these professional book reviewers which you may want to use to describe your book in your marketing efforts.

Your marketing journey can go even further. If you search for reader blogs and other online content by the author's name and book title, you will continue to discover keywords and metadata that are relevant to your book marketing efforts.

Automated Audience Analysis 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 Analysis report (a sample is below) provides you with a valuable list of ranked keywords and phrases that you should consider for inclusion in your synopsis or ad copy for your title.

Audience Analysis - Prominent Reader Phrases

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!

Step Four: Use Effective Keywords, Genre Categories, and Author References to Write Marketing Copy That Sells

You are now ready to use all of the marketing insights you have gathered from the author marketing strategies, book reviews, reader comments related to the author or authors you most closely resemble in terms of writing style, and the lists of keywords you have developed yourself, and/or, from the automated ScoreIt!™ Audience Analysis report. Your next step is to include the important marketing keywords you select from these sources in the metadata that you provide to booksellers, and the marketing promotions and messaging you craft to describe your book to your prospective readers.

Let's look at how you, as a new author, might use the insights delivered by ScoreIt!™ to write marketing copy informed by “who you write like” and the keyword report sample from Step Three.

In this example, assume that you have written a sci-fi, mystery, thriller with the title “Darwin’s Dilemma” and that you have run the ScoreIt!™ analysis sampled above. Here a sample synopsis that you might consider when you publish your book:

*“Can the **apocalypse** be averted? Charles Darwin said “survival of the fittest is the key” but it turns out he was wrong. **Survival is insufficient** and, in fact, it’s the cause. Read the first book in the series about a young scientist named Darwin Phillips and the surprising twist of fate that puts her in the middle of her first test . . . saving the planet. Darwin must find the secret diary of her mentor that she knows holds the only answer. Will she be in time and can she act before the **final collapse** of the ecosystem?”*

By selecting relevant phrases used by readers who enjoyed the book whose author’s writing style you match, you have now written marketing copy that connects with an audience that already enjoys books written in a style similar to yours. By speaking the language of these readers, your marketing results are likely to improve and improve substantially.

You can apply this strategy to write engaging marketing copy and deploy it to target your audience of readers in many different places. These may include Facebook or Amazon ads, your book synopsis as seen on sites such as Barnes & Noble and Amazon, your personal author website, and blogposts that you may write, among others. Across all of these marketing channels, you will want to describe your book in ways that touch and connect with your prospective readers. Remember to adopt their language.

The Bottom Line...

The keys to effective marketing are knowing who your audience is and targeting your messaging to them. ScoreIt!™ is a powerful tool to achieve these objectives by accurately identifying who you write like and understanding how the readers of these matched authors talk about their books.

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.