

# Community is Key: Unlocking the Ardent Fan in Every Reader

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Octavia Randolph

[www.octavia.net](http://www.octavia.net)

Slides: [www.octavia.net/vault/THQcommunity.pdf](http://www.octavia.net/vault/THQcommunity.pdf)

# What We'll Cover 1:

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- Who are your readers?
- The formation of fan groups
- Email and other forms of communication
- Rewarding your readers
- Asking your readers for help

# What We'll Cover 2:

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- Setting healthy boundaries for your own involvement with your fans
- Questions & Answers

# Who are your readers?

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- Interacting with them will tell you. My own readers are above the age of 45, and about 75% women. They live mostly in the US and Australia. Nearly all my male readers have served in the military, and are interested in the psychological aspects of war and battle. My readers want to learn about 9th century life, they want deep involvement in the emotional lives of the characters, and they want to be surprised.
- You “meet” and learn about readers in person, through letters, reviews, and in your Fan Group.

# The Formation of Fan Groups 1

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- Focus on one social media platform.
- Ideally a reader volunteers to run it for you, with you as Co-Administrator. (If not, ask!)
- Fan Group content: Book talk, and posts about the era and archeological finds, etc.
- Special, personal content exclusive for the Group. And they see and hear everything first.

# The Formation of Fan Groups 2

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- The Saga Group sub-groups.
- The breadth and depth of relationships formed within the Group.

# Email and other Forms of Communication

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- Beyond fan groups: email.
- Expanding your list through extending the community: newsletter swaps.
- Postal mail. (Yes! Postal mail!)
- YouTube channels and other use of video.

# Rewarding Your Readers

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- The gift of your time and attention is the greatest gift: responding to letters and Fb comments; remaining active in the fan group; offering Live Chats.
- Small personalized gifts mean so much: bookplates; branded book marks and postcards; signed and dedicated manuscript pages.
- Acknowledge all you can: Funtrivia author.
- Merchandise branded with the books.



# Asking Your Readers for Help

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- Just as you ask your readers for reviews, ask, when needed, for their help.
- Ask them to tell their friends about your books.
- Ask for votes in contests; mentions on Goodreads and other book sites.
- Apple books promotion - my "ask" and their response.

# Setting Healthy Boundaries

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- You can and should set limits. Both with time, and what kinds of things you reveal.
- These are personal and individual, but know in advance what is acceptable and what is not, both with readers and in interview situations. You have control - use it.

# Questions & Answers

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# Thank you!

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- Collect these slides from [www.octavia.net/vault/THQcommunity.pdf](http://www.octavia.net/vault/THQcommunity.pdf)
- Octavia Randolph: [www.octavia.net](http://www.octavia.net)
- Email: [octavia@octavia.net](mailto:octavia@octavia.net)