



Audience

To sell a book you need to know who will read it

who is your story aimed at?

Knowing your audience means you write about things that interest that particular group and in a way that is appropriate for them. It means that booksellers can promote your book to the right group and that audiences can also locate it easier.



0 - Toddlers

These are sturdy, thick cardboard or plastic books that have limited or no text and use simple imagery. They focus on things such as colours, numbers, objects, plants and animals. For example, "A is for apple, the ball is blue, the duck is yellow, the cow goes moo."



Picture Books

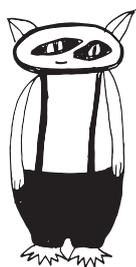
4-8 year olds

Picture books use a combination of illustrations and text to tell the story. The illustrations often expand the story or create a sub-story. Themes are varied and cover many topics from family, friends, environments and feelings. Because they are for children who do not yet read, they are designed to be read outloud by an adult such as a parent, grandparent or teacher. This means that the adult is there to guide them, point things out, and talk to them about the story as they go. Topics vary widely from things they know, and things they will not have encountered. They include stories about family, friends, the environment, and all kinds of things. Having an adult present means that the stories can also focus on more serious themes such as death, or old age because the adult is there to help the child navigate concepts and emotions.

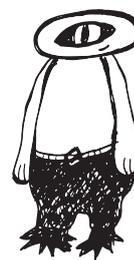


Teenagers

Many teenagers still love picture books and you will find some are specifically aimed at them. They provide opportunities for readers of all reading levels to engage in the story, and explore themes at a deeper level. Picture books invite readers to consider a wide variety of meanings and allow for different interpretations. This makes them a good choice for robust, stimulating discussion where ideas and themes can be teased out and unpacked, especially as high school English texts. Themes can touch on more sensitive issues such as loss and grief, resilience, war, loneliness, love and relationships and provide opportunities for self-reflection.



Tick the boxes and indicate your preference.





Chapter books

6-9 year olds

These are written for newly independent readers. Chapters are short and manageable so that readers have a sense of achievement. The language is simple, using short sentences. Multiple illustrations help tell the story and keep the book visually fun and interesting. The number of words per book vary between publishers. Children of this age are still very much surrounded by family and friends so themes tend to revolve around this.



9-12 year olds

This age group are more confident readers so chapters are longer with fewer illustrations. Themes reflect their own exploration and desire for independence from family so they often involve adventures with friends out in the world. However, they always have the backdrop of family and safety to return to.



Young Adult

This is the 12-18 age group

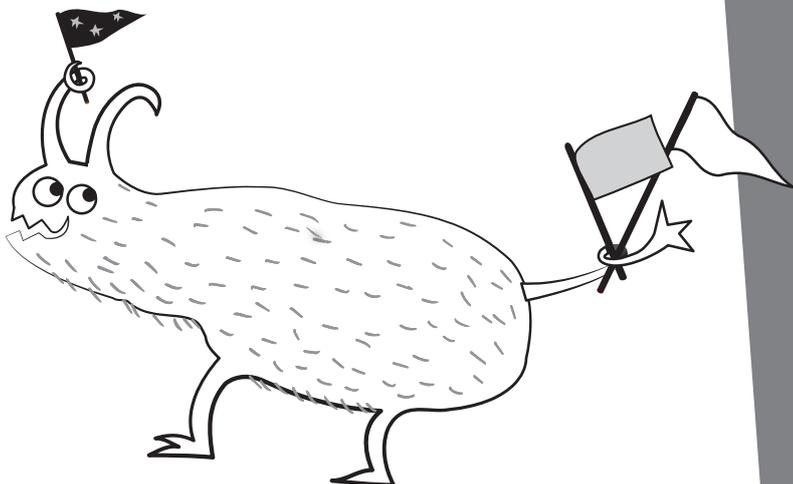
The chapters are longer with no illustrations, although, sometimes decorative features are used on chapter headings. They are written in a wide variety of genre. The feature that distinguishes them from adult fiction is the age of the protagonist and other characters. While ages of characters can vary, the main characters need to be teenagers. The age of the teenager indicates whether it is aimed at the lower or upper end of that age range. Stories center on issues that interest teenagers such as independence and the transition from childhood to adulthood but sex is taboo. The story may involve romance, but it is never explicit.



Adult

This encompasses the 18+ age group

The characters can be of any age but the tone of the story is distinctly adult and the way it is told is more complex. Genre varies widely and topics can be explored more deeply in a more explicit manner.



Young readers like to read about characters that are slightly older than themselves. 7 year olds will want to read about 10 year olds, 11 year olds will want to read about 13 year olds.

Take this into account when considering your audience. This will affect the language you choose, complexity of sentences, number of words as well as the themes you tackle.