

ESTABLISHING GENRE

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Using this guide:

Find useful tips left in the comments section to help you create your own content in similar ways. Some tips will guide you on what the tasks are.

GENRE

Add your research to the fields on the table below

Genre Name Tag: <i>Fantasy, Science Fiction, Crime etc...</i>	
Key Elements: <i>List elements and tropes commonly found in this genre</i>	
Key Examples: <i>Examples of well-known works in this genre</i>	

AUDIENCE NOTES

Add notes to this section. (You will also be able to use a more in-depth details from the Audience Template.)

Target Audience: <i>Add brief demographic/psychographic characteristics of intended audience. (Align with audience template) Age, Sex/Gender, vocation</i>	DEMOGRAPHIC/ PSYCHOGRAPHIC NOTES	ARCHETYPES
Interests and preferences: <i>Identify themes and tropes likely to appeal to your audience</i>		
Similar Authors/Works: <i>List authors/works your target audience enjoys</i>		

Commented [Denver Ha1]: Insert Archetype from Audience Template

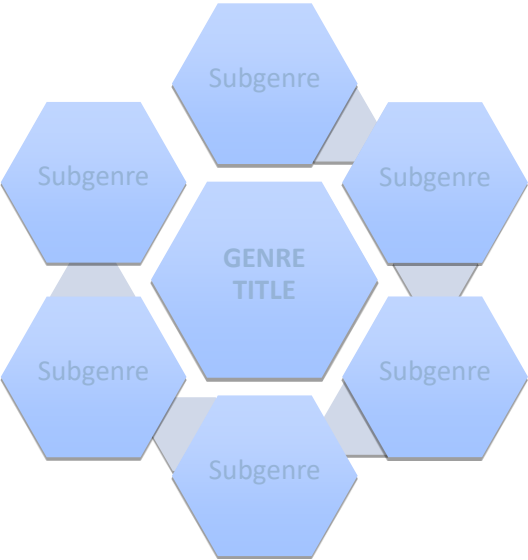
General Audience Matrix

List different genres and target audiences to find where they intersect with audience segments

Genre	Audience	Key Overlaps

Basic Genre Wheel

Explore and show which subgenres appeal to different audience segments



Genre Mapping

Visualise the literary landscape with different genres as landmarks. Plot where your target audience fits within this map and discover where your book can offer something new/different.



Commented [Denver Ha2]: USING MAP:
Remove the text boxes if not needed and you can print and draw, or add art digitally

Genre Spectrum

Select a genre in the left column and move towards its opposite in the right column. Then, make a list of hybrid genres along a spectrum to discover potential categories that might appeal to your audience. This way you can innovate your stories and maybe discover a market gap or strike a rising trend.

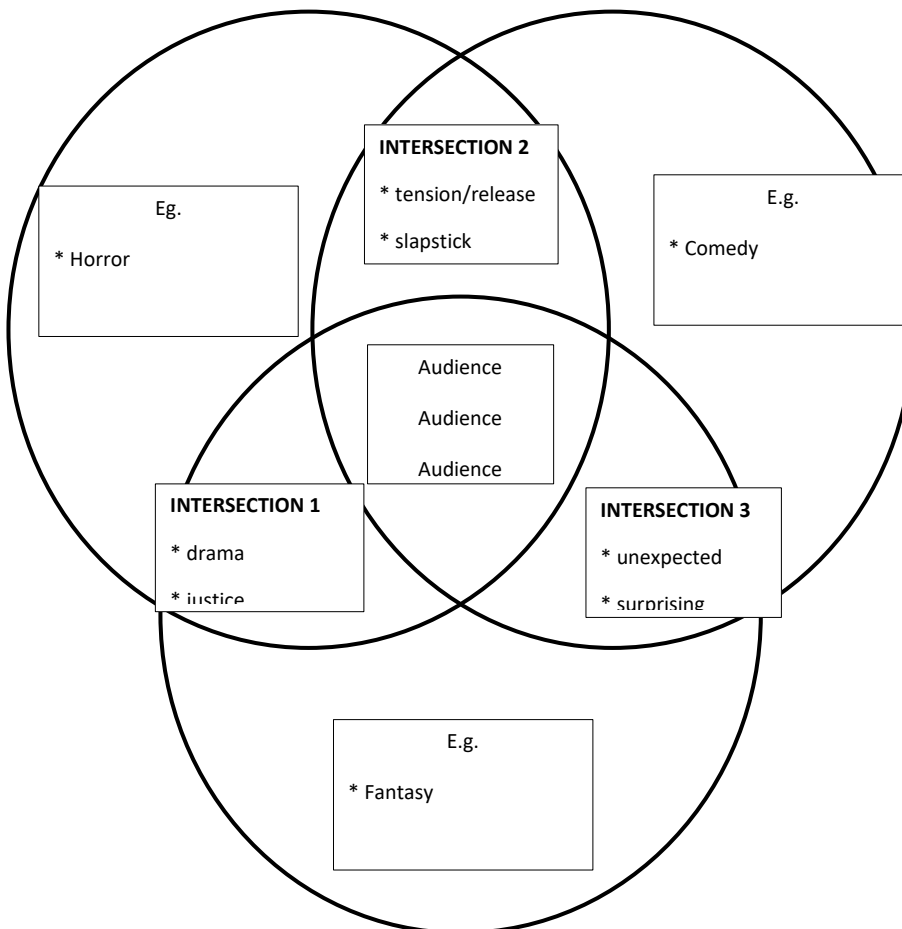
GENRE	HYBRID GENRES / AUDIENCE APPEAL	GENRE
HORROR	Slasher / ambient horror / satirical horror / comedy horror <=====> Audience Appeal = ambient / satirical horror	COMEDY/SCERENITY
	<=====>	
	<=====>	
	<=====>	
	<=====>	
	<=====>	
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Establishing Your Genre

VENN DIAGRAM

In your diagram, show where different genres overlap as illustrated below. Show which genres and intersections are most relevant to your target audience. List as many bullets as your creativity and associative connections will allow or as many as you see fit.

In the table below, indicate **HIGH / MID / LOW** to mark how relevant the intersections are



INTERSECTION 1	INTERSECTION 2	INTERSECTION 3
Delete as appropriate:		
HIGH / MID / LOW	HIGH / MID / LOW	HIGH / MID / LOW

Commented [Denver Ha3]: PROCESS: To add more circles to your Venn Diagram,

Go to:

- Insert, shapes / circles:
- Tick 'No fill.'
- Choose Black outline.
- Copy/Paste to overlap

Hold shift and select all the circles you added:

- Right click and Group to make into one single object.

Then, choose Layout options:

- Send to back
- Click fix object into position.

You can now draw/add textboxes over the Venn Diagram

NOTE: Ensure you count up your intersection and adjust the table below so that each column represents an intersection.

Establishing Your Genre

NOTES:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Denver Harrington, 2024