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*Thriller Author
Audience Expansion
Roadmap*

January 2014



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Thriller Author Audience Expansion Roadmap

Background

- “Thriller” book category (Mystery, Thriller, Suspense, Romantic Suspense) – is the largest, most important category in trade publishing – sales, performance and profitability.
- # 1 determinant of Thriller bestseller success, by far – Author Brand Equity – the size and loyalty of an author’s audience.
- Fiction author fans are at least 15 TIMES more likely to buy a given fiction title than a book buyer not familiar with the title’s author.
- Once a Thriller author’s fan base reaches 500,000 they attain “brand” status – the 15X fan purchase interest multiplier then exponentially increases bestseller potential.

Program Mission

Define the key factors, barriers, tools and programs that can give Established Thriller authors the focus and strategies needed to successfully build their fan base to ‘brand’ status and sales success – in the face of increasing challenges due to – industry consolidation, rising independent author title clutter, modest trade publisher support and fragmented discovery channels.

Roadmap Test: 11/11 to 11/18/14; interviewed 2,280 Thriller, Suspense, Mystery, Romantic Suspense fans.

Agenda

10 Essentials for Thriller Author Growth

I. How Books Sell

II. Author "Brand" Equity

III. The Audience

IV. Discovery

V. Conversion

VI. Availability

10 Essentials for Thriller Author Growth

1 Book Discovery + Conversion + Availability = New Book Sales Success

2 Author Fan ("Favorite") Base Size is #1 Determinant of Thriller Sales and "Brand"

3 Thriller Fans Are Complacent: Skew Older, Big Bias to Authors They Already Like

4 Discovery – Stores, "Trial" Programs, Goodreads, Reader Reviews Most Important

5 Backlist Focus: Personal Recommendations 90%; "Unfamiliar" Author Titles 80% Backlist

6 Conversion – Book Topic/Message is The Connector for "Unfamiliar" Book Buyers

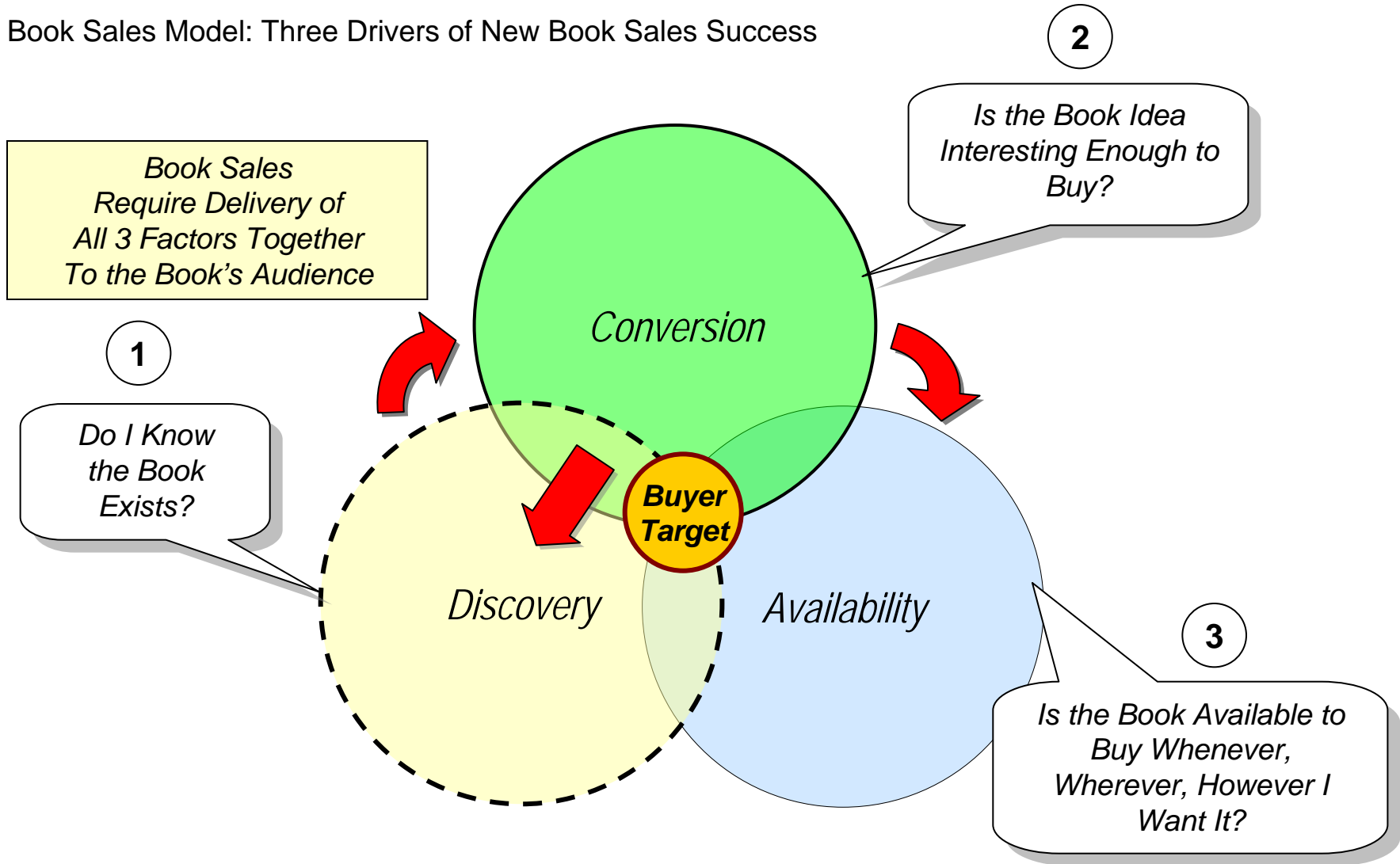
7 Book Topic/Message Must Wake Up "Unfamiliar" Book Buyers, Capture Attention!

8 Most Important "Story" Elements: Intriguing Plot, Lead Character, Challenging Puzzle

9 Fan Fulfillment: Must Fulfill Over Half of Current Fans to Drive Loyalty, Recommendations

10 Availability – Invest in Merchandising Inventory: Stores, Libraries, etc.; Member Programs

Book Sales Model: Three Drivers of New Book Sales Success



A new book must excel at Discovery + Conversion + Availability against its target buyer audience all together to achieve initial sales success.

New Book Demand Funnel

BASE WAVE

U.S. Adult Book Buying Population

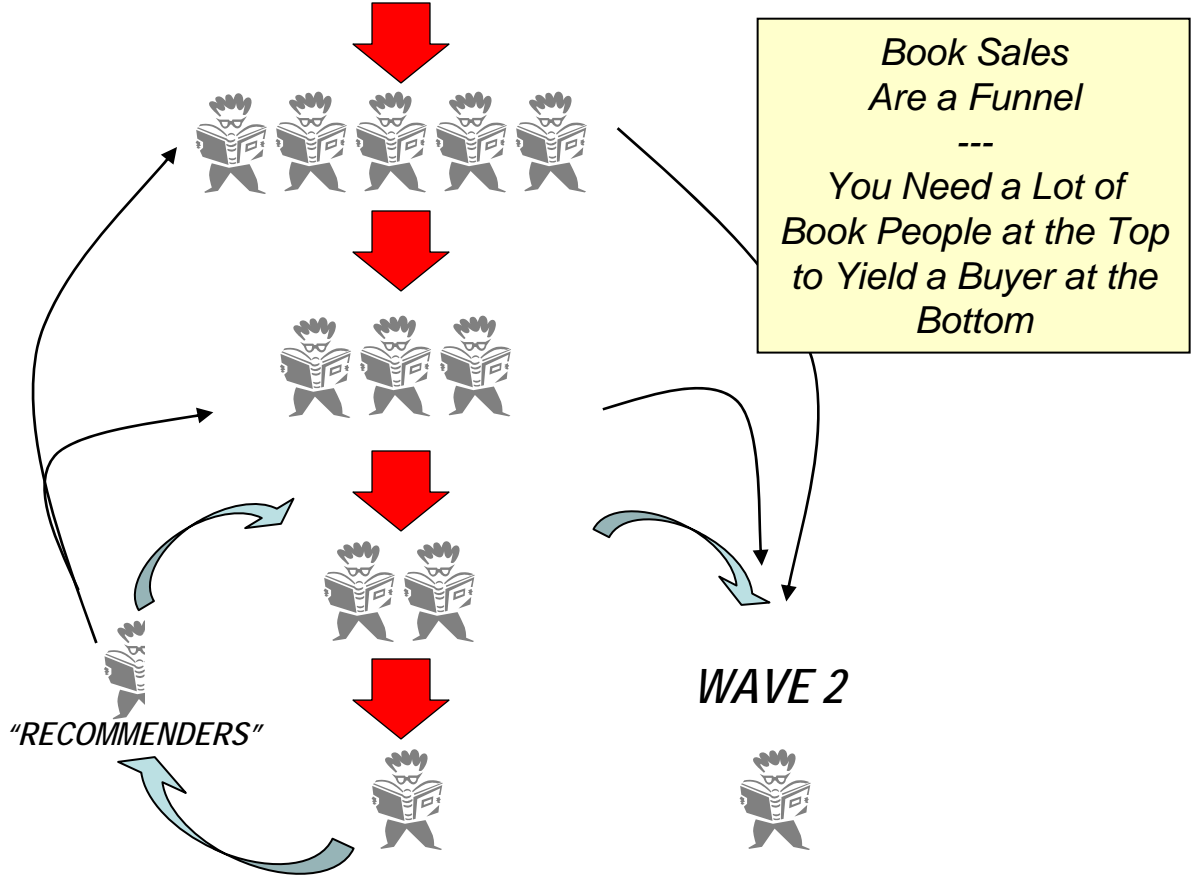


Aware of Author/Topic/Brand'

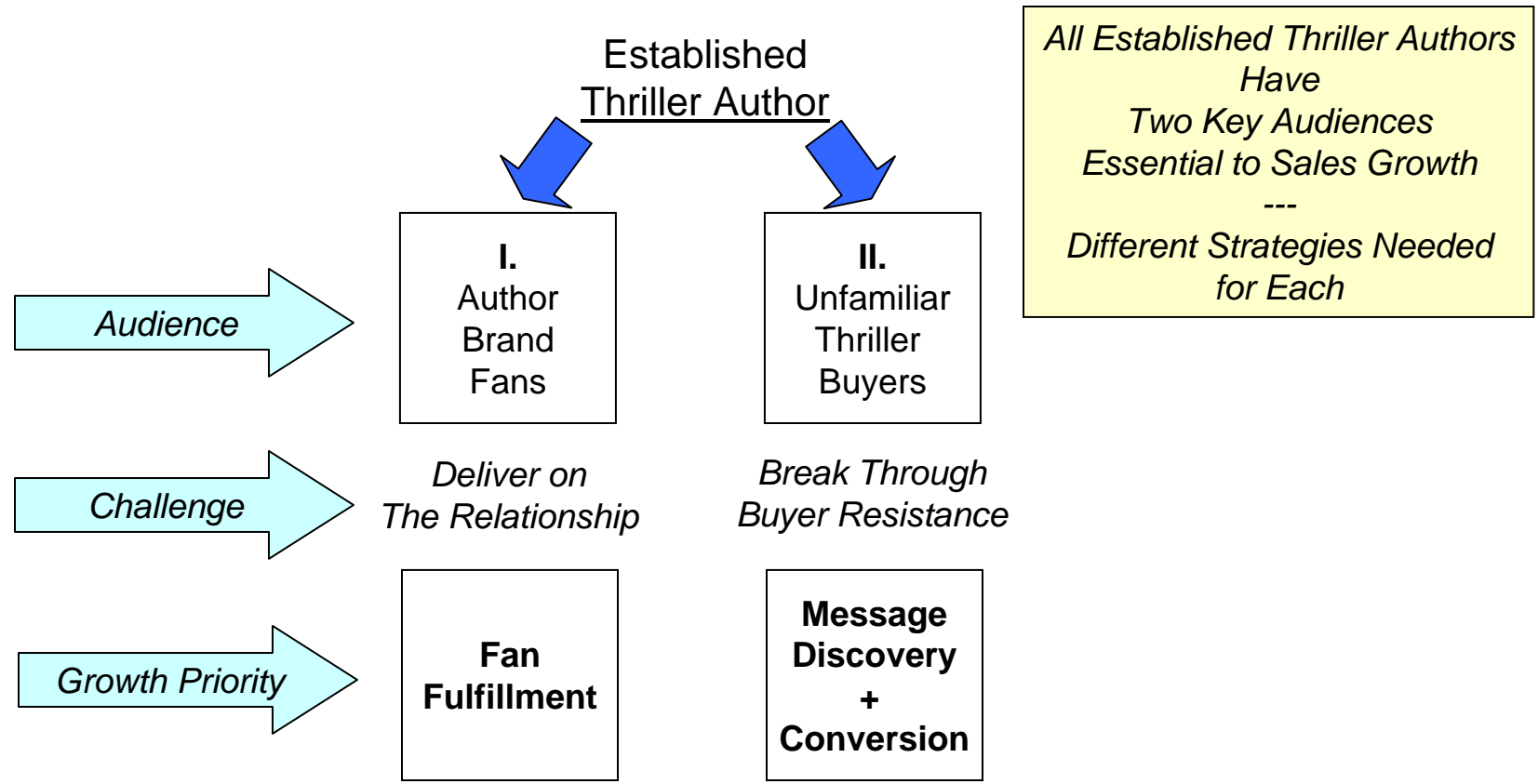
DISCOVERY
Aware of New Book

CONVERSION to
Purchasing New Book

New Book Purchaser!



Thriller Author Growth Priority – Brand vs. Unfamiliar Author



Established Thriller authors greatest asset is their Brand Fans – who have defined author expectations that must be fulfilled. Thriller buyers are highly reluctant to try ‘unknown’ authors – requires breakthrough book topic/message and discovery focus to convert them to try someone new.

10 Essentials for Thriller Author Growth

1

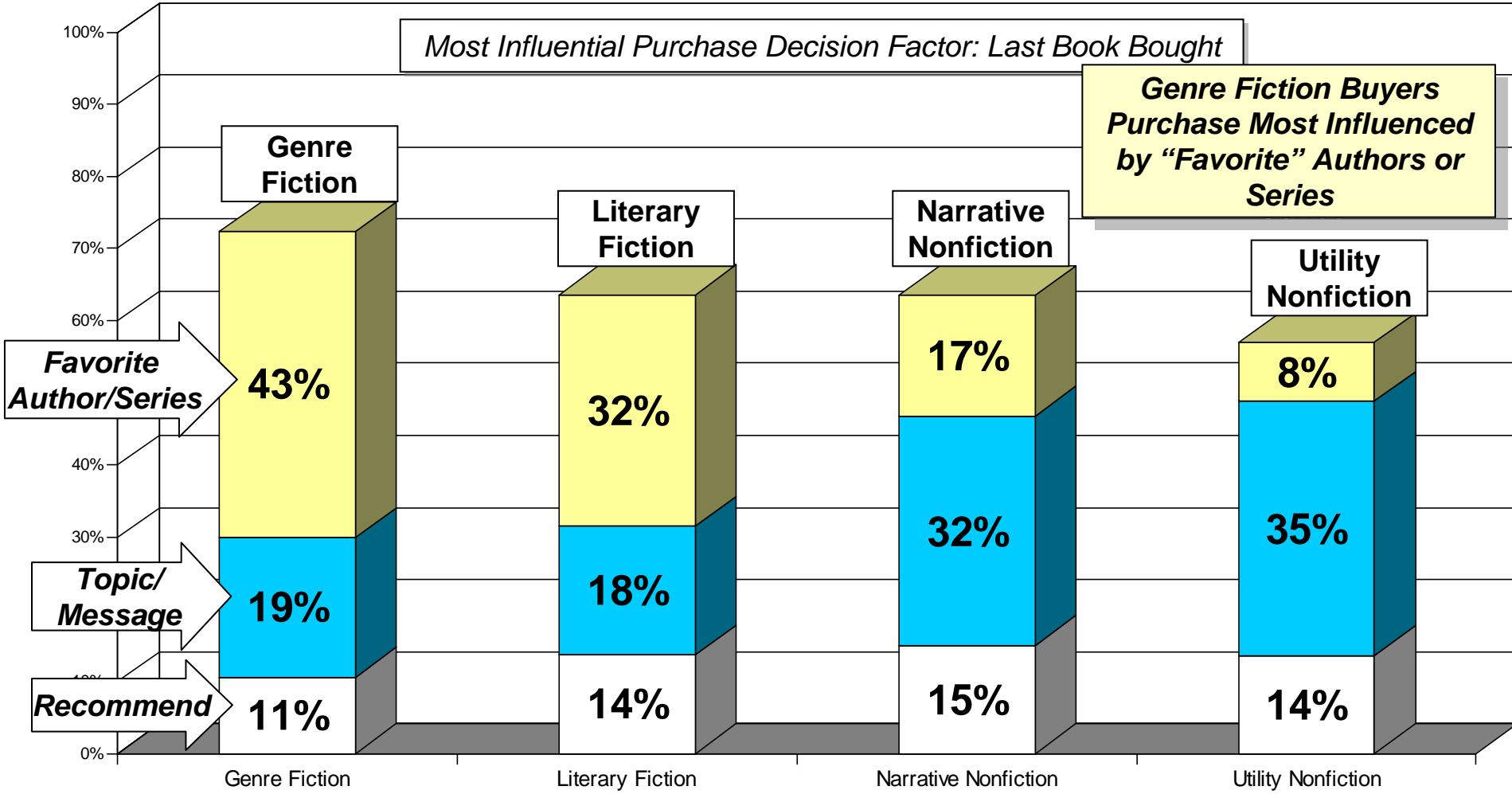
Book Discovery + Conversion + Availability = New Book Sales Success

2

Author Fan ("Favorite") Base Size is #1 Determinant of Thriller Sales and "Brand"

New Book Purchase Decision Factor % Share: Last Book Bought

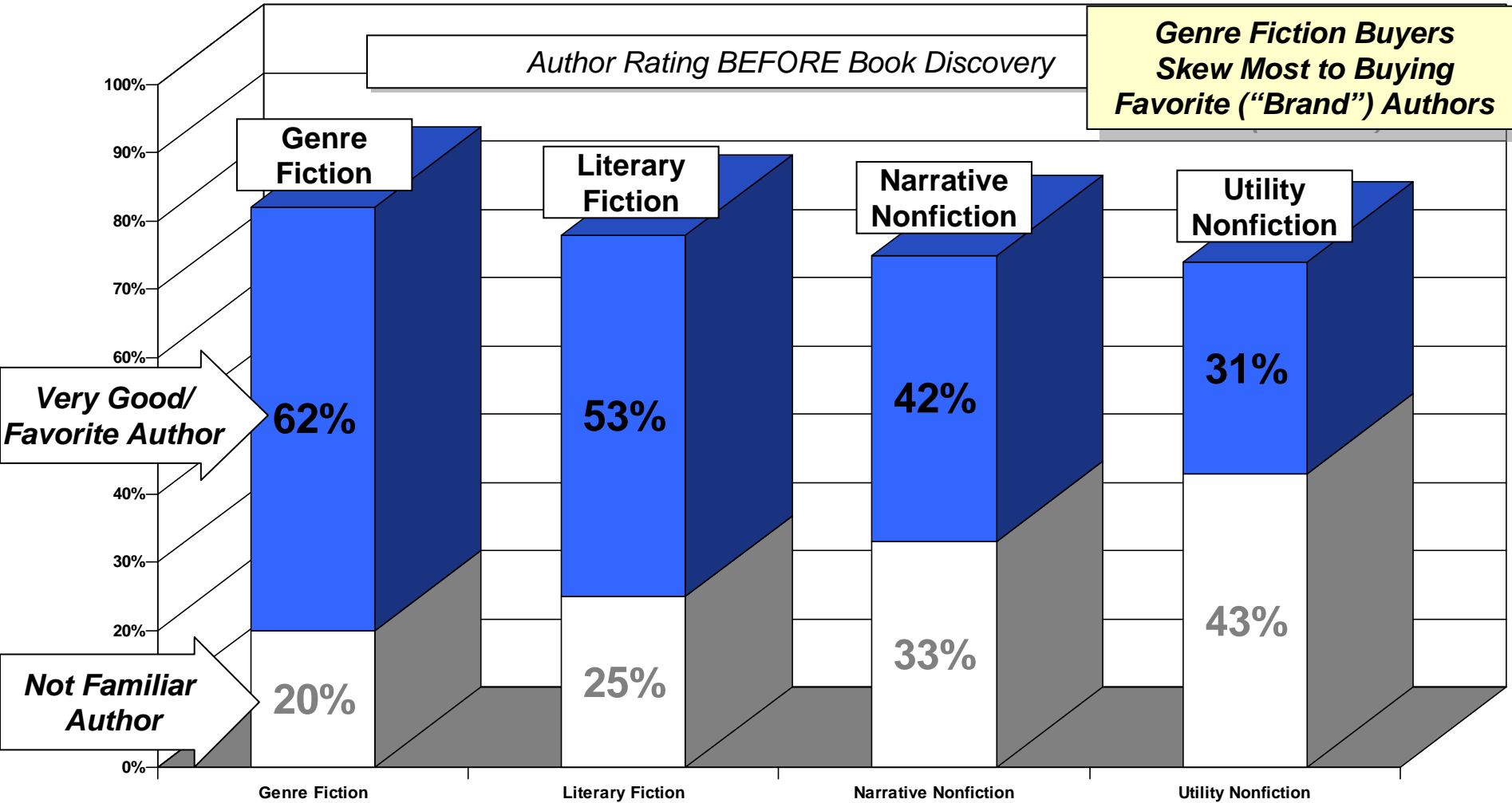
When browsing for new books, which of the following factors influenced your decision most when choosing [your last book bought]? (pick one)



"Favorite Author or Series" Dominant Factor in Fiction, Major Potential Force in Narrative Nonfiction.

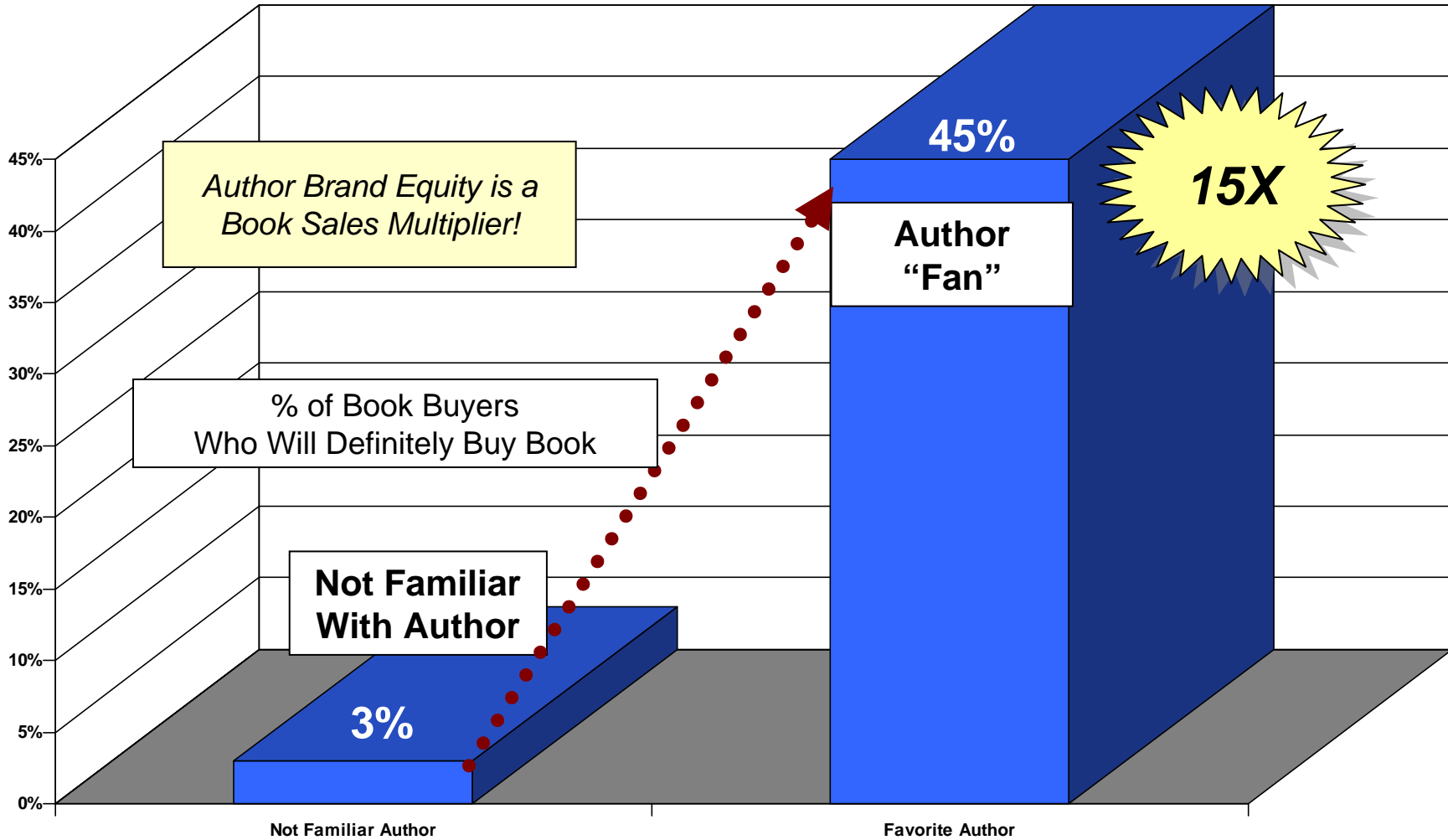
Book Buyer's Author Opinion BEFORE Discovery

BEFORE you first discovered [the book you bought last] -- what was your overall opinion of its author or series?



"Brand" Authors Most Purchased in Genre Fiction – "Unknown" authors only 1-in-5 of book purchases.

Author Brand Equity Impact on Book Sales – Purchase Propensity – Fiction



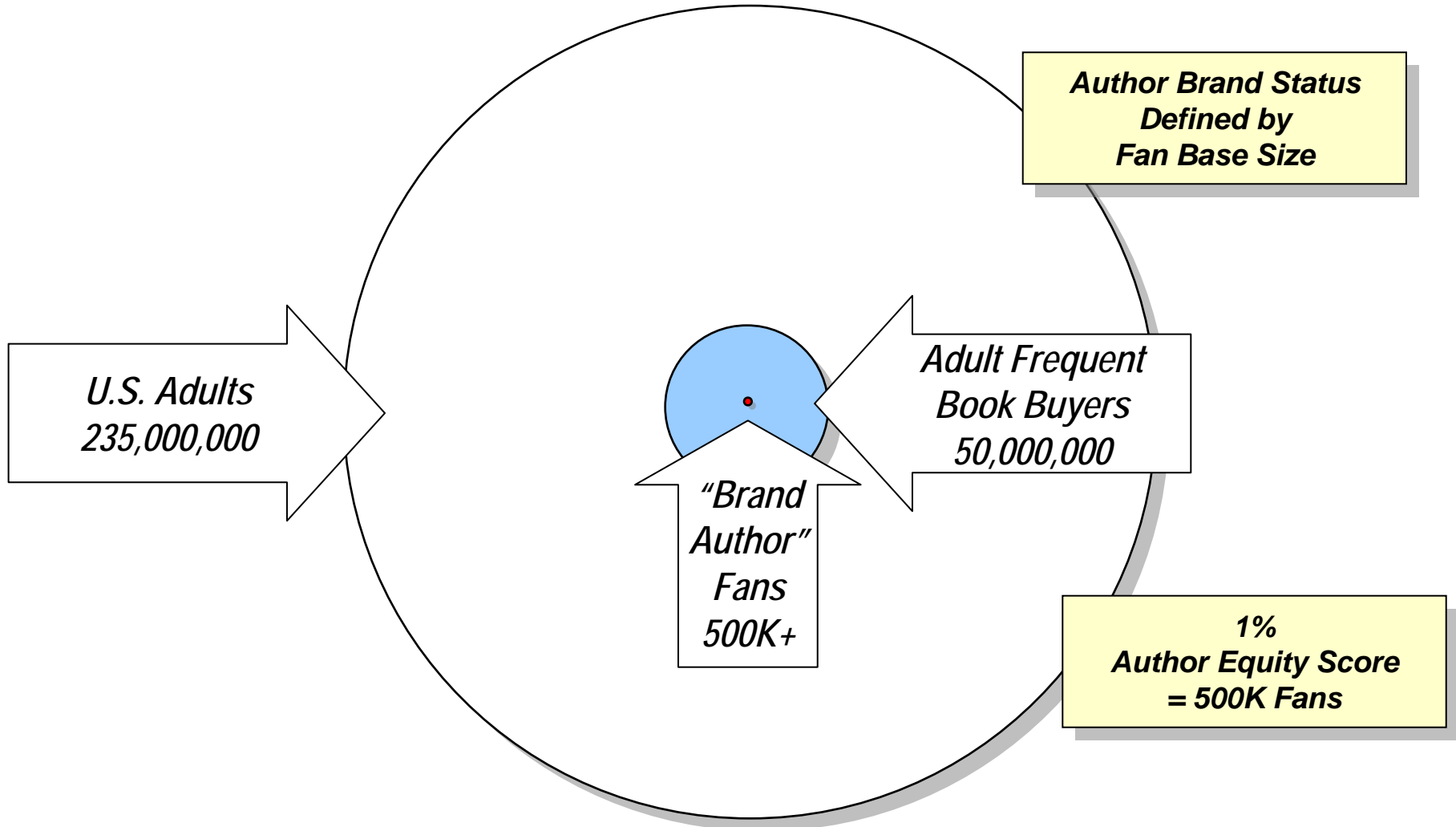
A book buyer is at least 15 TIMES more likely to buy a given book by an author they are fans of (rate as one of my favorites), than a book by an author they are not familiar with.

Author Brand Equity Impact on Book Sales – Initial 8 Week Print Unit Sales



Author Brand Equity can be an extreme Book Sales Multiplier!

“Brand Author” Defined



Less Than 1-in-5 U.S. Adults is a Regular Book Buyer.

 “Brand Author” = 500,000 Book Fans or More = Bestseller

10 Essentials for Thriller Author Growth

1

Book Discovery + Conversion + Availability = New Book Sales Success

2

Author Fan (“Favorite”) Base Size is #1 Determinant of Thriller Sales and “Brand”

3

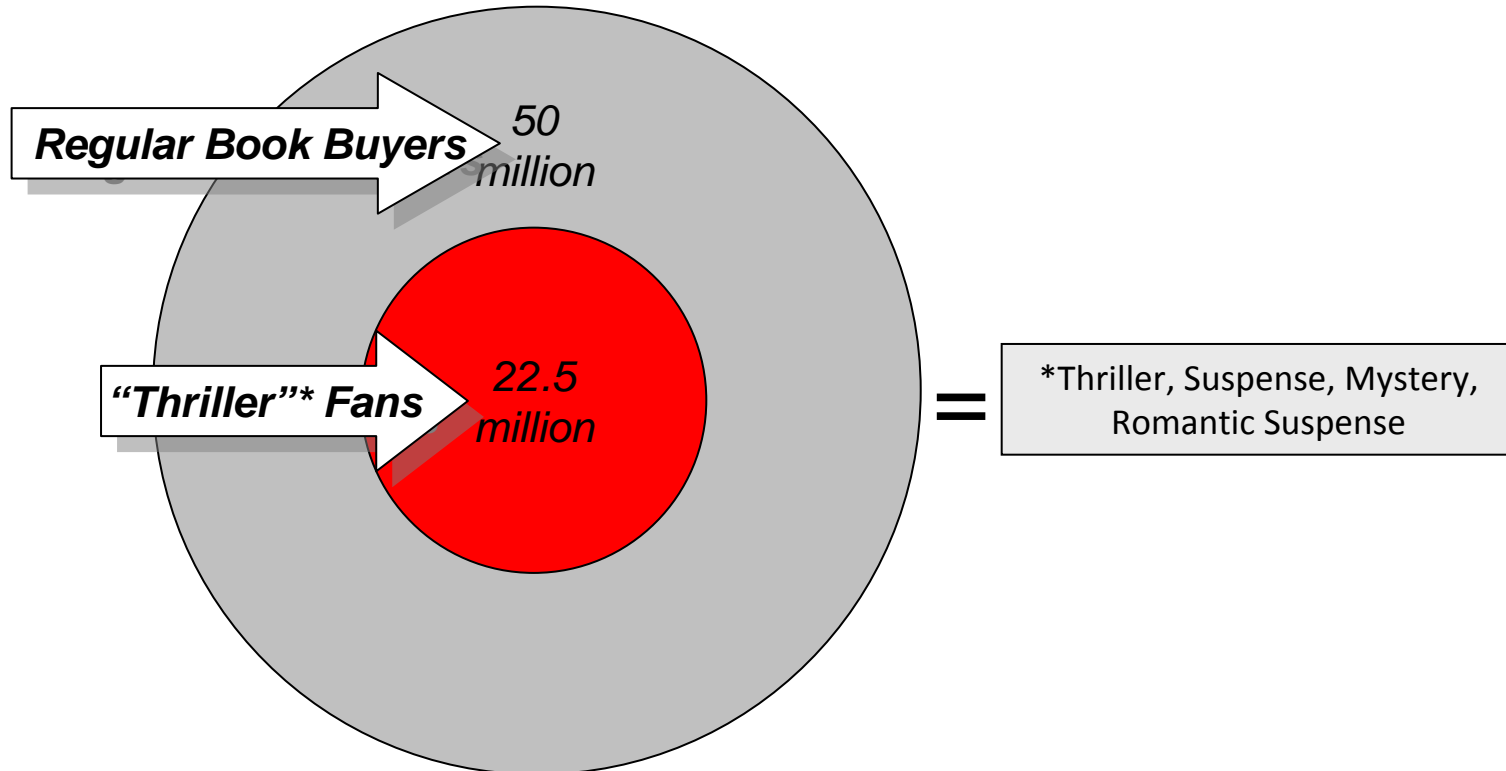
Thriller Fans Are Complacent: Skew Older, Big Bias to Authors They Already Like

“Who is the category’s audience?”

The “Thriller” Audience

Which book categories do you purchase most often for your own personal reading - not related to school, college or work requirements?

Which one of the following book categories (Thriller, Suspense, Mystery, Romantic Suspense) do you purchase most for your own personal reading? (pick one)

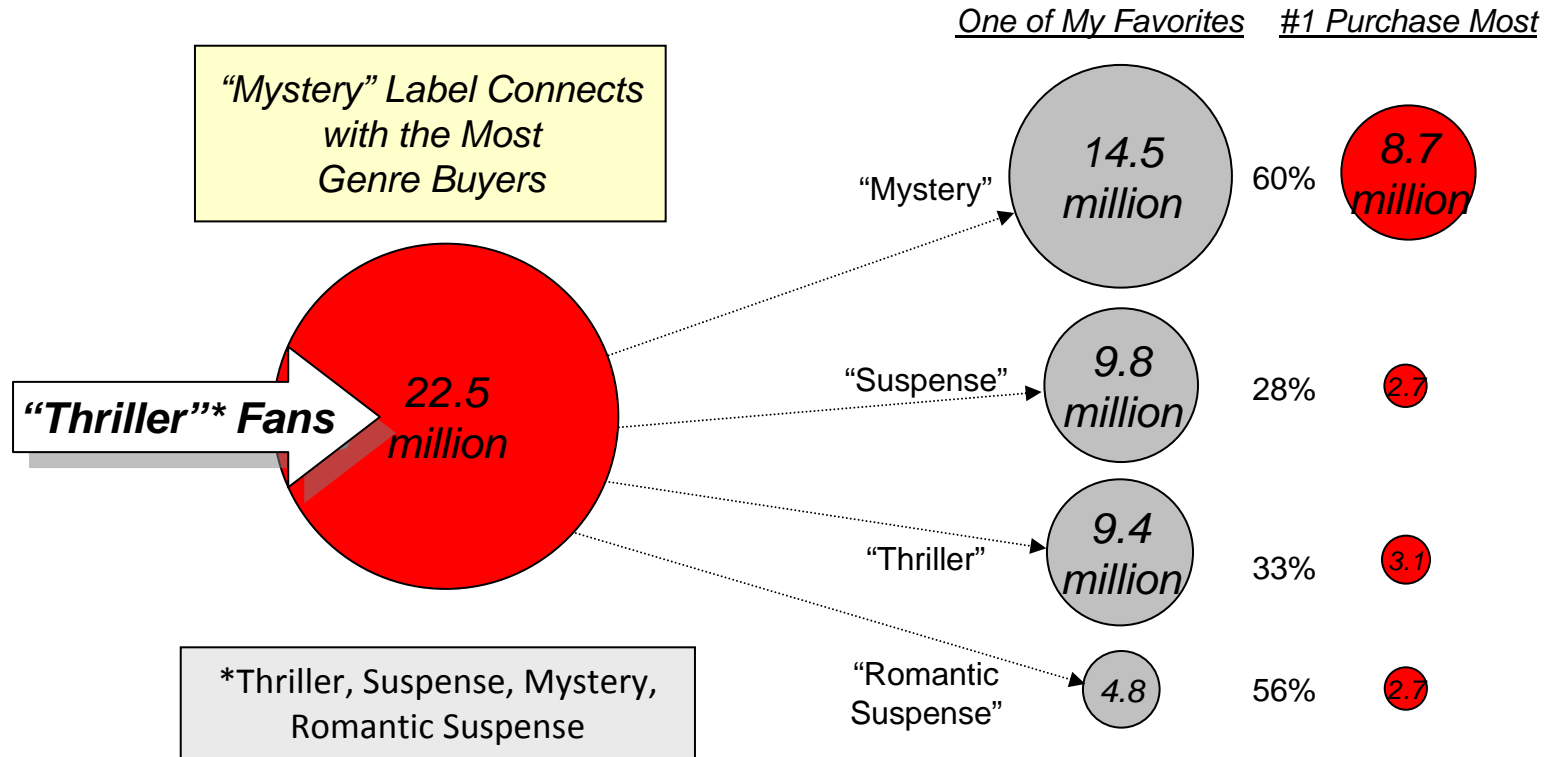


The “Thriller” genre has the single largest book buyer fan base in trade publishing. On a net basis 45% of adult past month book buyers cite Thriller, Suspense, Mystery and/or Romantic Suspense as a favorite category.

The “Thriller” Audience - Detail

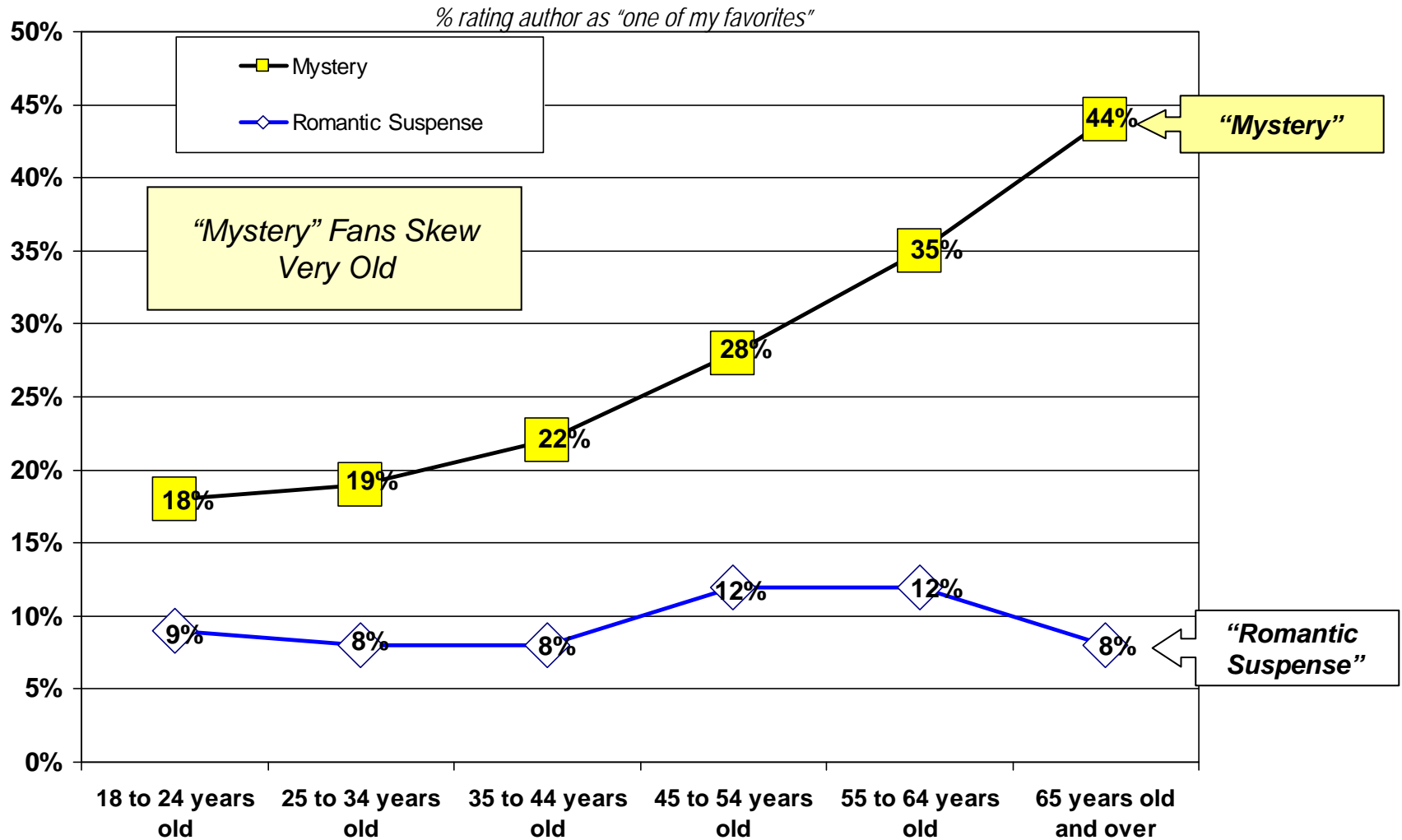
Which book categories do you purchase most often for your own personal reading - not related to school, college or work requirements?

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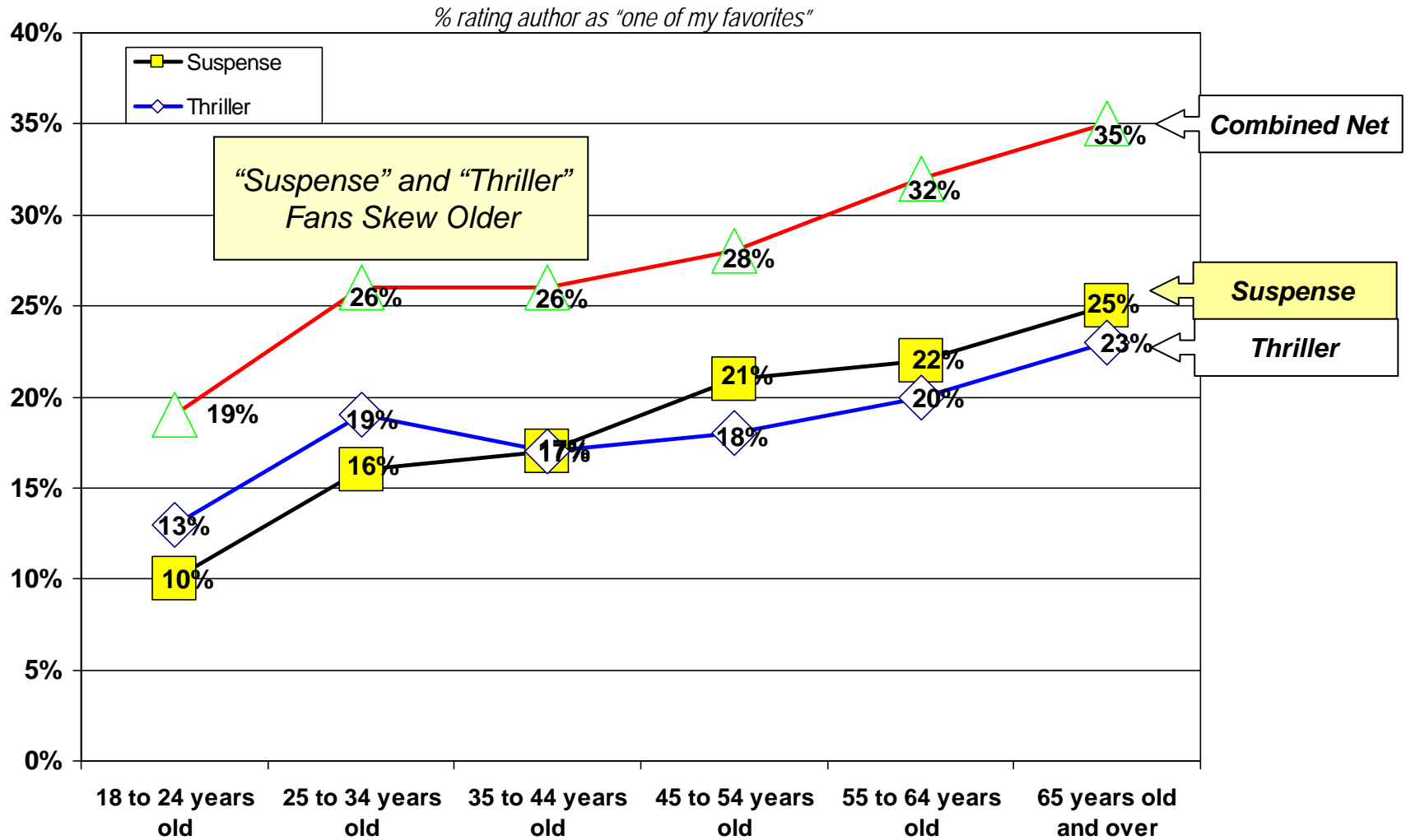
The single largest group of Thriller fans are “Mystery” category fans (14.5MM), followed by “Suspense” (9.8MM), “Thriller” (9.4MM), and “Romantic Suspense” (4.8MM). On a forced choice basis rating their single #1 favorite category within the four, “Mystery” dominated, with the others equal in size.

“Thriller” Category Fan Age – % Fans within Each Age Group – Mystery vs. Romantic Suspense



Past month book buyers who are fans of the “Mystery” category skew dramatically older, with 44% of those age 65+ citing it as a favorite category, while “Romantic Suspense” fans are age neutral.

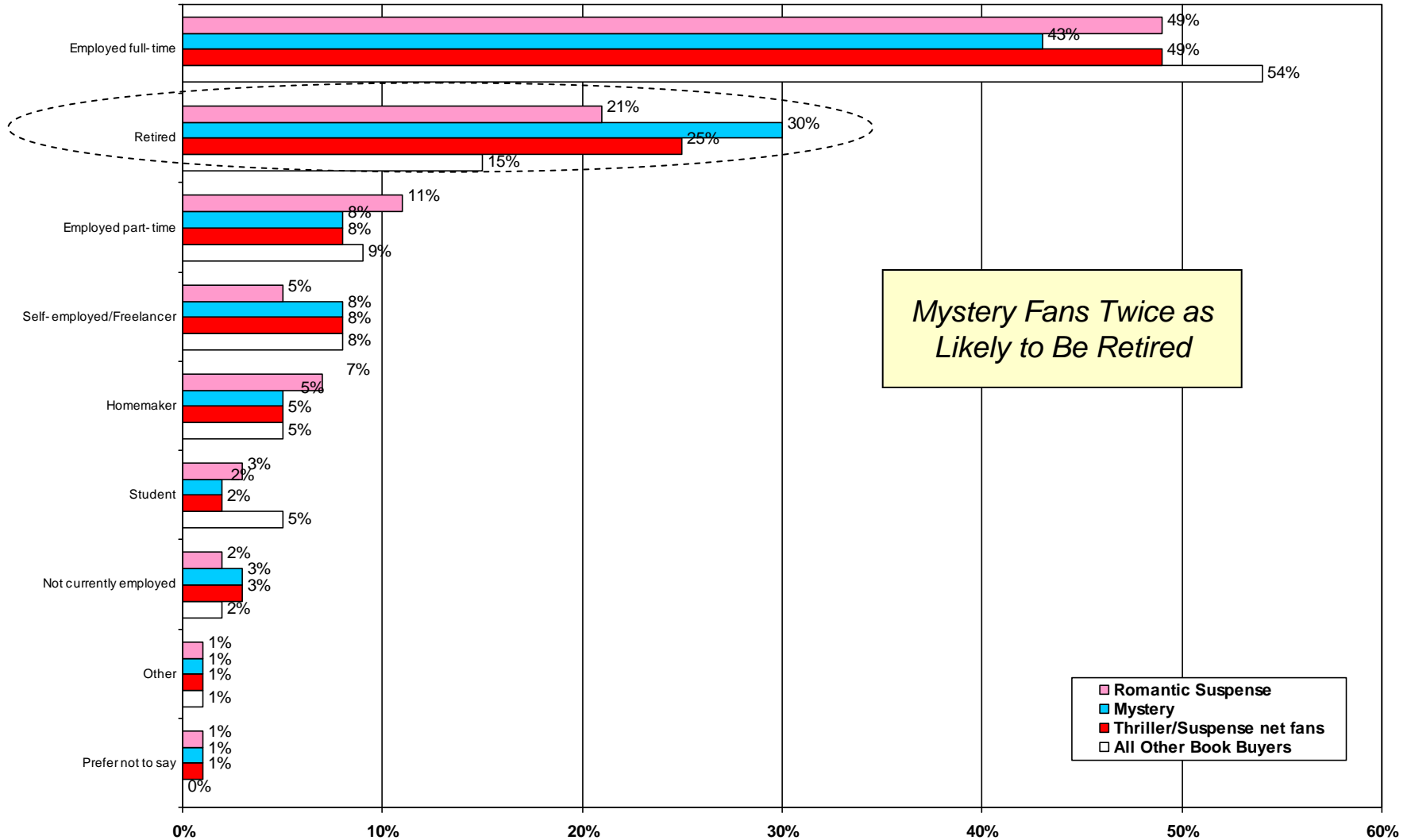
“Thriller” Category Fan Age – % Fans within Each Age Group – “Thriller” vs. “Suspense”



65+ year old book buyers two and a half times more likely (25%) to be Suspense fans, vs. 18 to 24 year olds at just 10% participation.

Category Fans: Employment Status

What is your employment status?

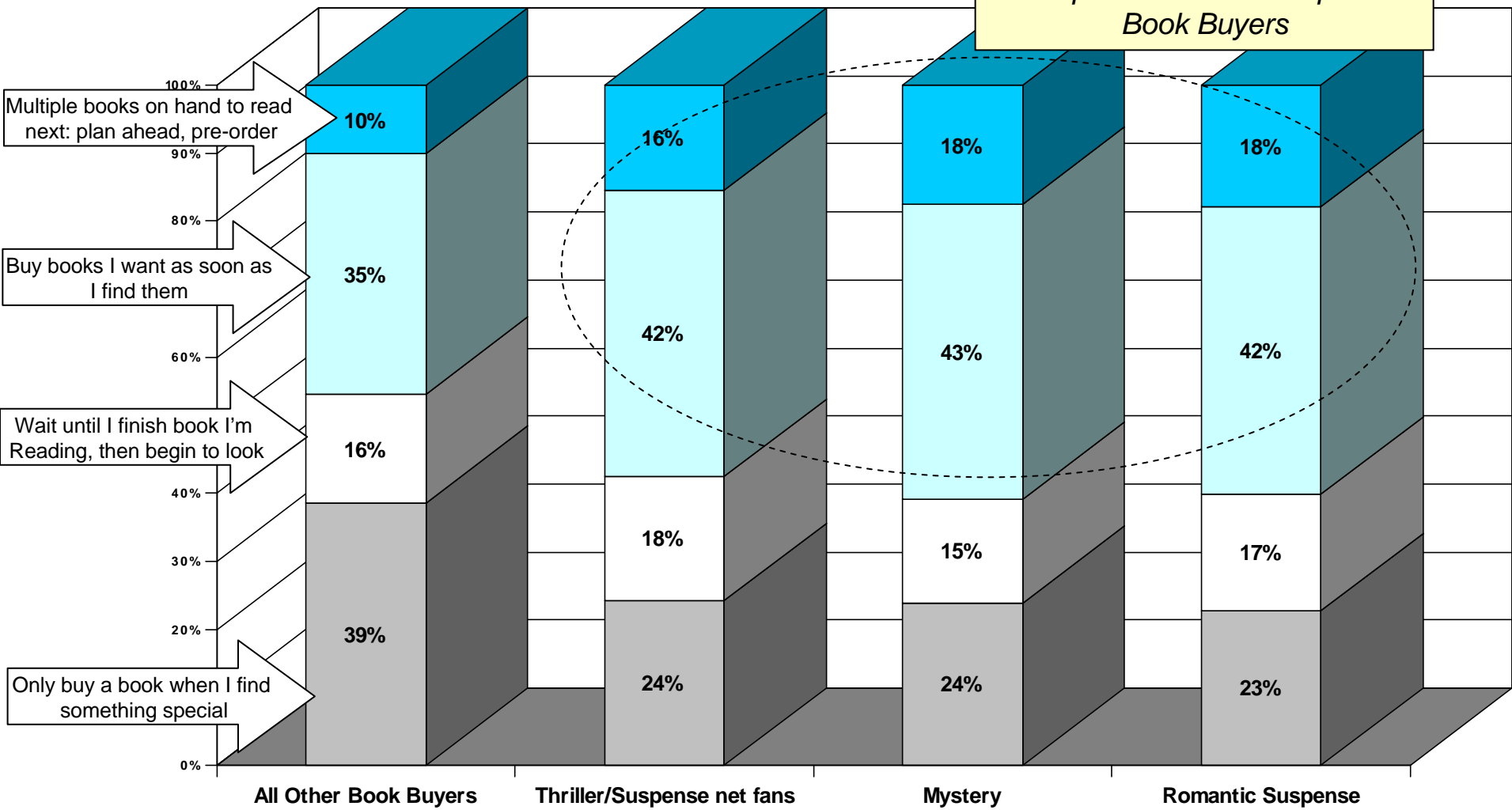


Mystery Fans Twice as Likely to Be Retired

Compared to all other book buyers, Mystery category fans are 2X more likely to be retired (30%). Romantic Suspense fans less likely to be self-employed or students, more likely to be homemakers.

Book Buying Priority: Category Fans vs. All Other Book Buyers

When do you buy books?

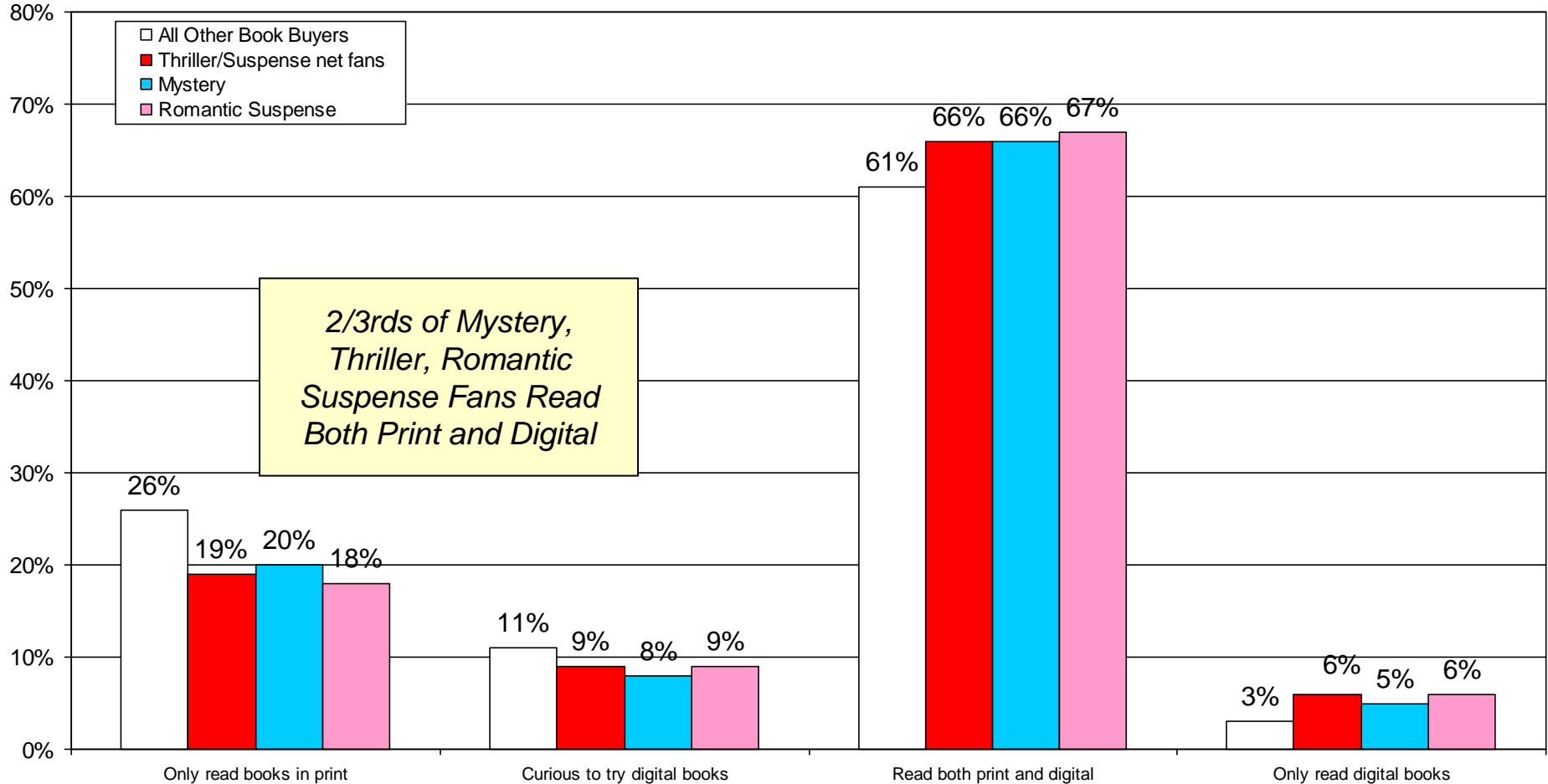


Mystery, Thriller, Romantic Suspense Fans are Impulse Book Buyers

Over half (55%) of all other book buyers are conservative buyers, but Mystery, Thriller and Romantic Suspense category fans far more likely to buy books on impulse, or stock pile, plan ahead, pre-order, etc.

Category Fans vs. All Other Book Buyers : Book Reading Format Preference

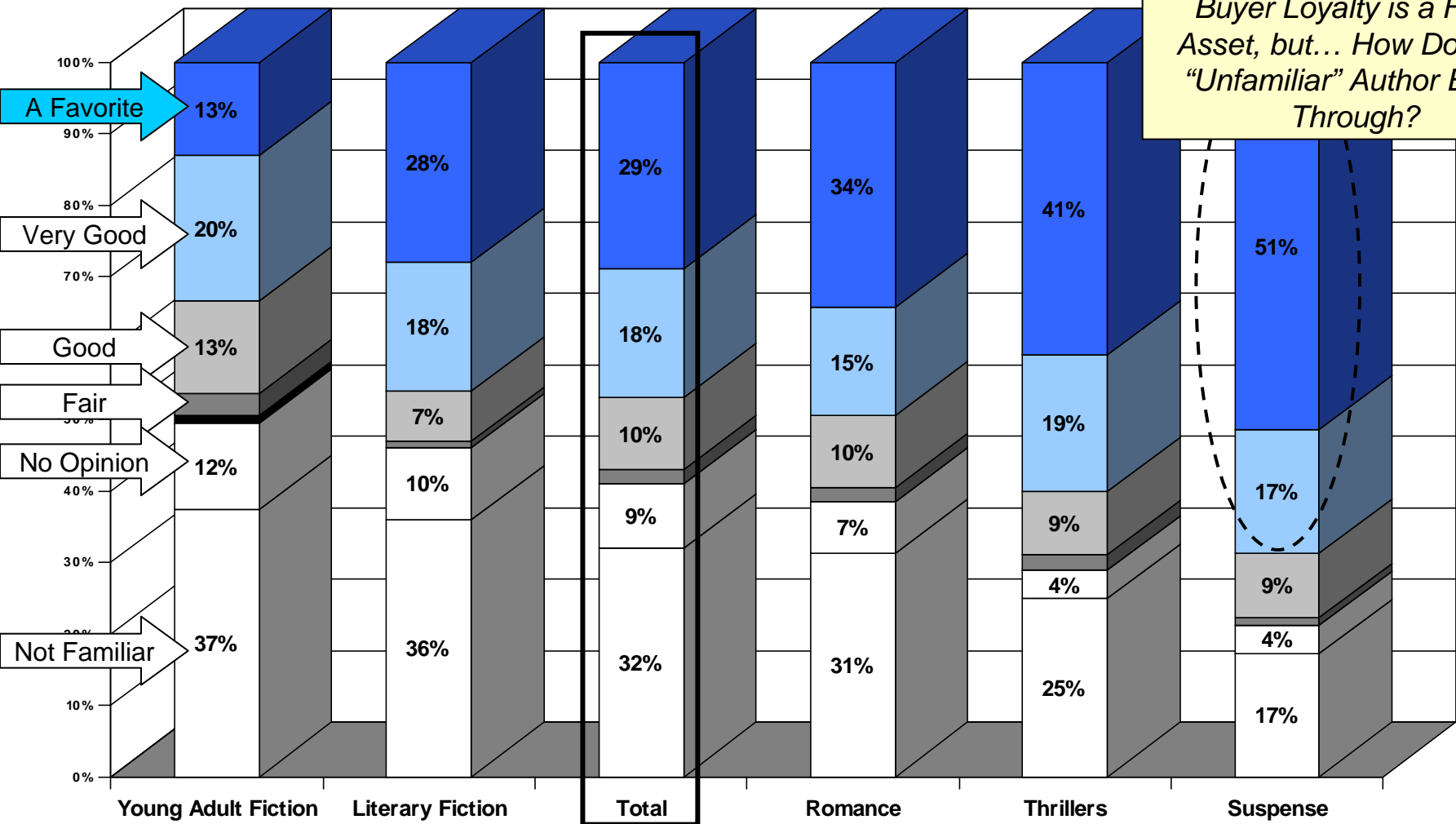
What is your overall current personal preference for reading books in print vs. digital (eBook) formats?



Mystery, Thriller, Romantic Suspense category fans are more digitally engaged than other book buyers, with twice the number reading digital books only (6%).

Fiction Title Author Rating Before Purchase – Last Book Bought by Category – July 2014

BEFORE you first discovered this book -- what was your overall opinion of that author or series?

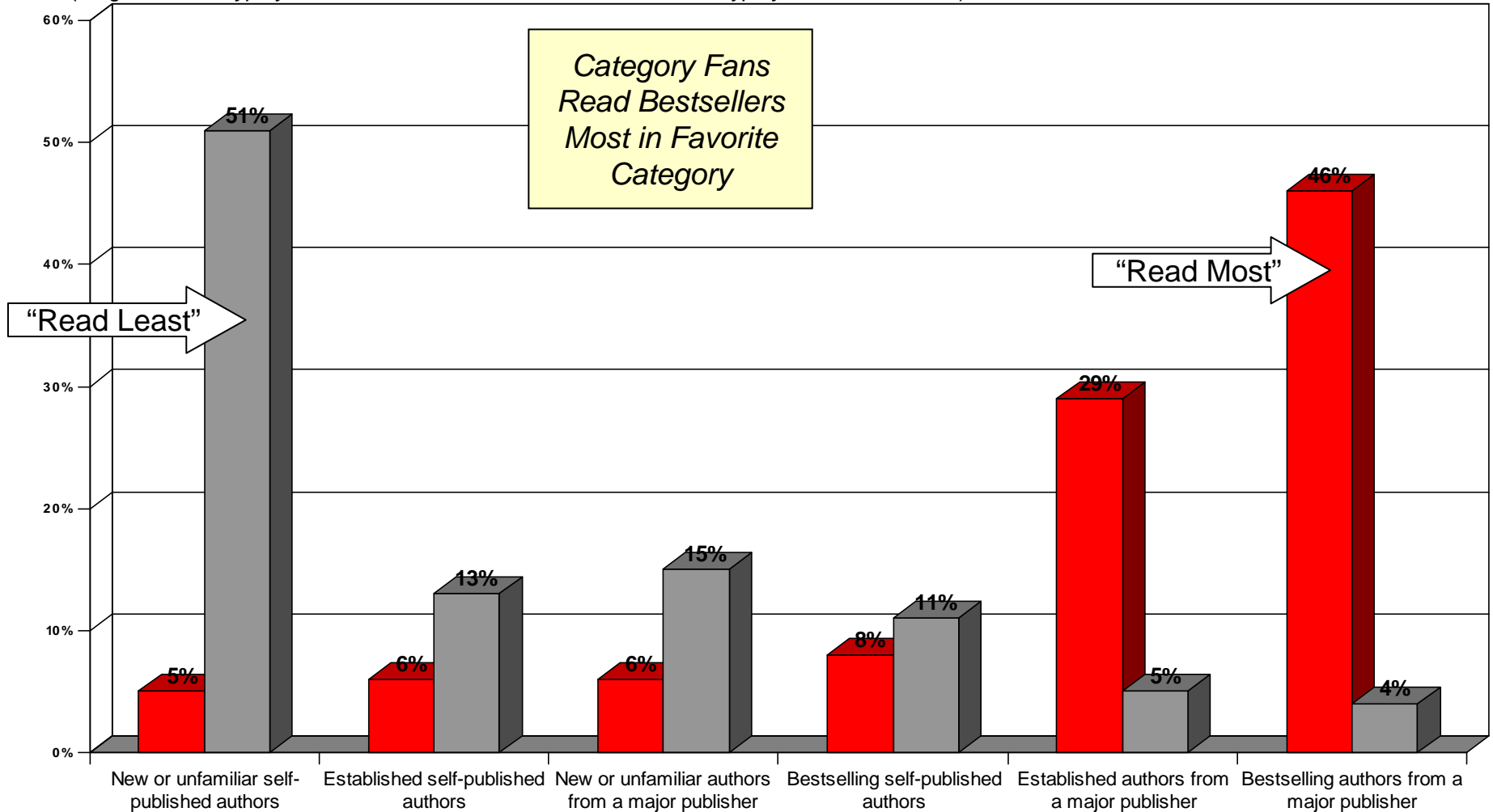


Suspense/Thriller Buyer Loyalty is a Huge Asset, but... How Does an "Unfamiliar" Author Break Through?

Suspense category buyers are extremely conservative book buyers, 68% of category titles bought last written by their 'brand' authors (favorite/very good), vs. Romance at 49%. Only 1-in-5 bought Suspense titles by 'new' (to them) authors vs. 38% for Romance and 49% for YA.

Author Types Read Most: Thriller, Suspense, Mystery, Romantic Suspense Fans

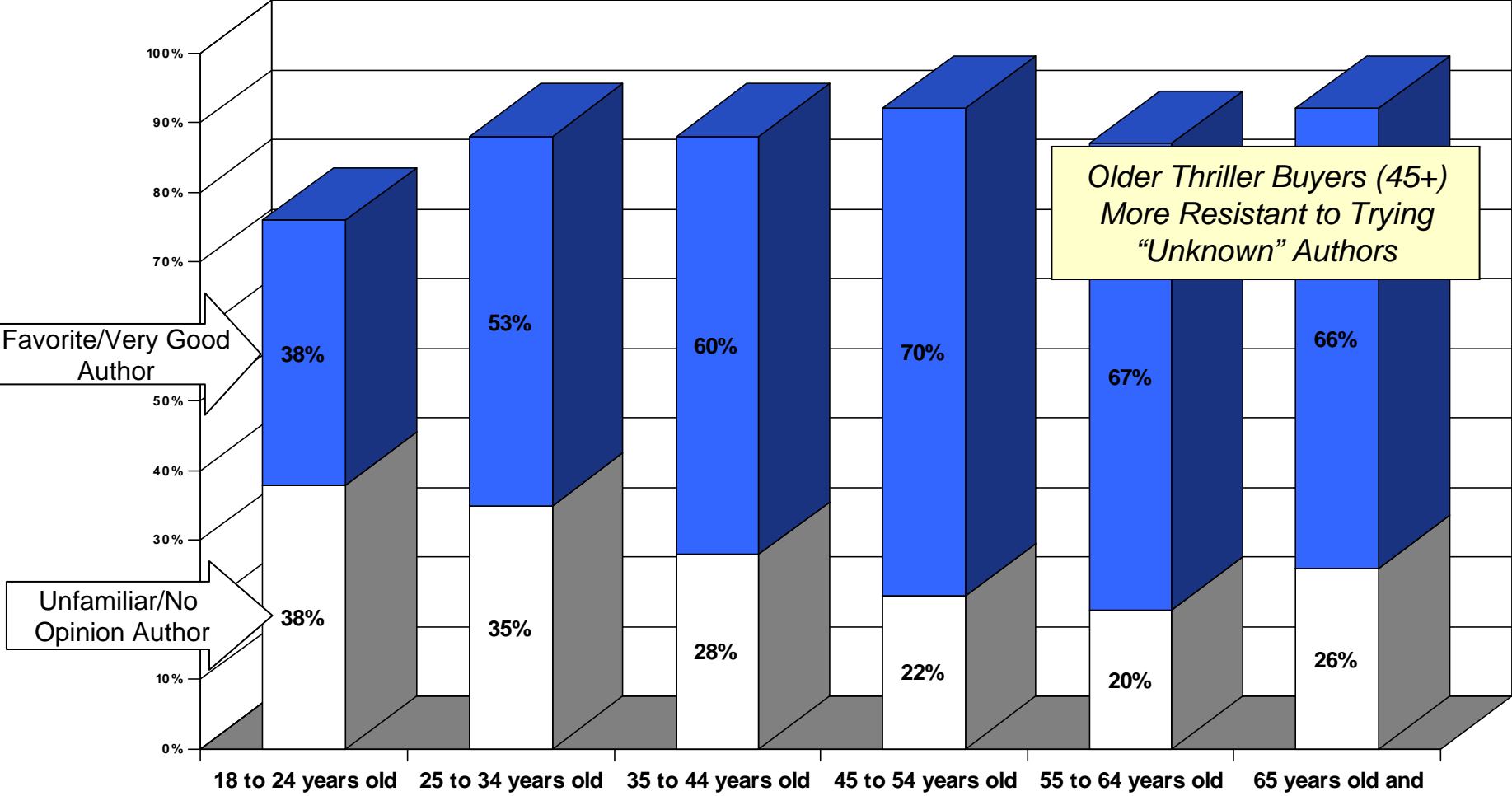
Please rank the types of [top choice: T, S, M, RS] authors you read most.
 (drag the author type you read most to #1 second to #2, etc. with the type you read least at #6)



Nearly half (46%) of Thriller, Suspense, Mystery, Romantic Suspense fans claim they read Bestseller Authors from Major Publishers most, followed by established authors from major publishers.

Thriller/Suspense Book Bought Last – Author Rating Prior to Purchase – by Age

When you first discovered that this book existed -- which element of the book were you aware of first, its author or the book (title, topic, storyline, etc.)?
 BEFORE you first discovered this book -- what was your overall opinion of that author or series? (pick one)



Older Thriller Buyers (45+) More Resistant to Trying "Unknown" Authors

*Older Thriller/Suspense book buyers age 45+ bought fewer books by "unknown" authors than those under 45, for their last Thriller/Suspense title bought.
 Older buyers far more open to buying "unfamiliar" authors in all other categories (42% for buyers 65+).*

10 Essentials for Thriller Author Growth

1	Book Discovery + Conversion + Availability = New Book Sales Success
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2	Author Fan ("Favorite") Base Size is #1 Determinant of Thriller Sales and "Brand"
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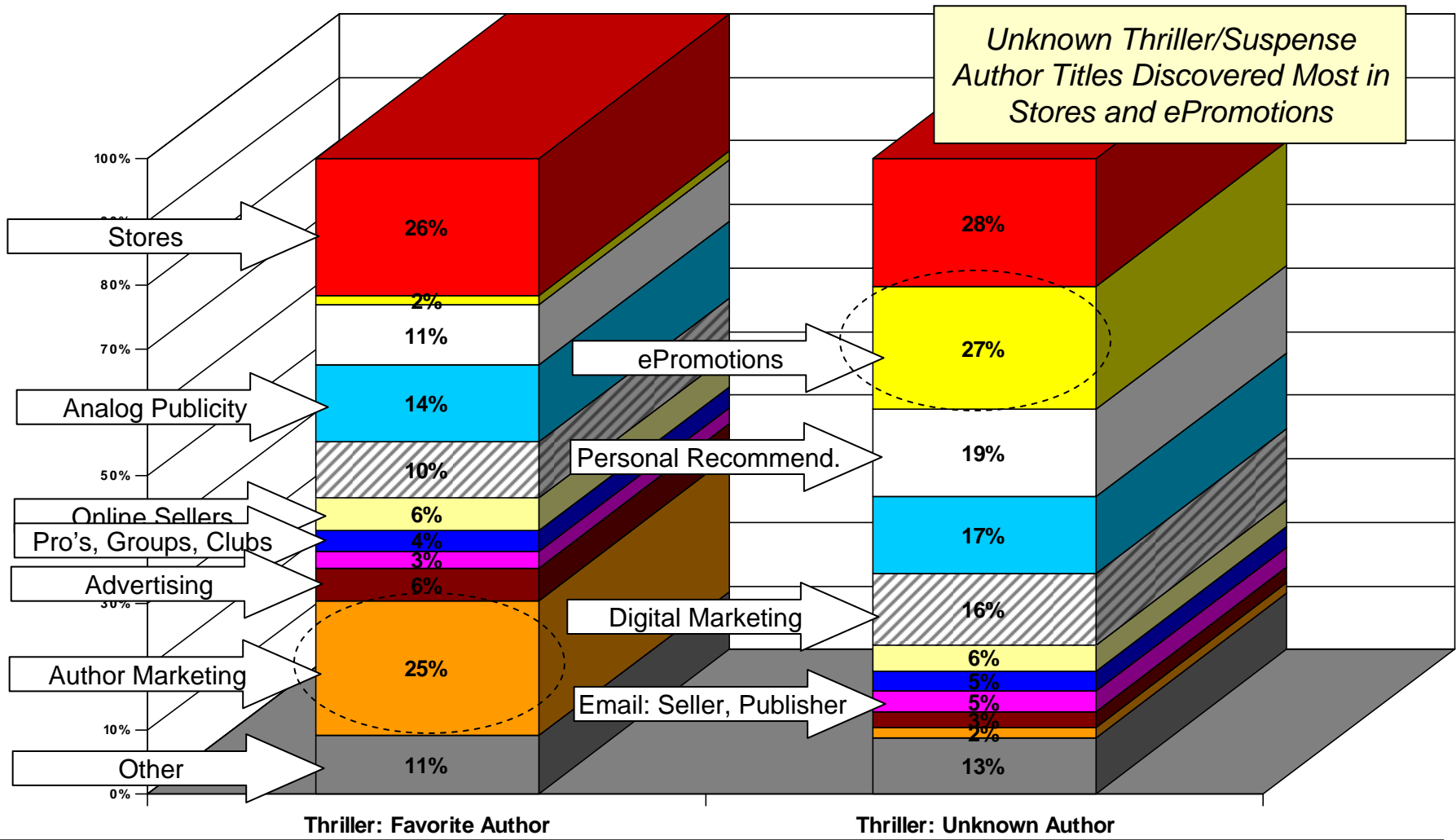
3	Thriller Fans Are Complacent: Skew Older, Big Bias to Authors They Already Like
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4	Discovery – Stores, "Trial" Programs, Goodreads, Reader Reviews Most Important
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"Do I know the book exists?"

Thriller/Suspense Book Bought Last – Favorite vs. Unknown Thriller/Suspense Author Discovery – July 2014

How did you first find out about [last book bought]? (pick one)



Unknown Thriller/Suspense Author Titles Discovered Most in Stores and ePromotions

Titles bought last from favorite vs. unknown Thriller/Suspense authors discovered in very different ways! Over half (51%) of books bought last by favorite Thriller/Suspense authors were discovered in Stores and through Author Marketing. Over half of unknown authors discovered through Stores and ePromotions.

Thriller/Suspense Book Bought Last – Favorite vs. Unknown Thriller/Suspense Author Discovery – July 2014

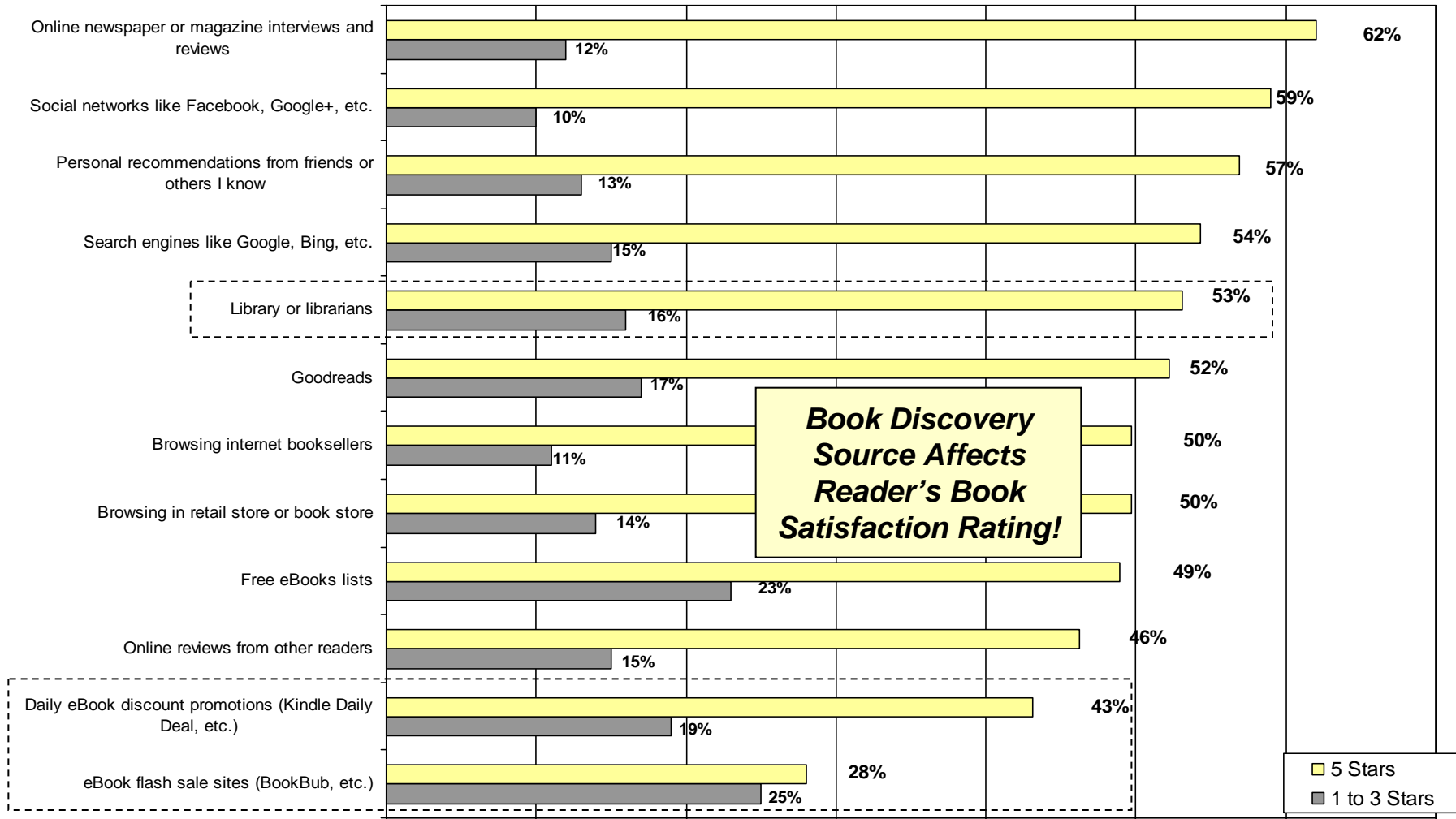
<i>How did you first find out about [last book bought]? (pick one)</i>	All Books	Thriller: Favorite Author	Thriller: Unknown Author
Author Marketing			
Information in author's prior book about a new book	5.0%	14.7%	1.1%
Author website or blog	3.9%	7.8%	0.0%
Email from author(s)	1.9%	2.6%	1.1%
Digital Marketing			
Book-related bloggers	0.9%	0.9%	1.1%
Book-related websites (Library Thing, Shelfari, etc.)	0.8%	1.3%	0.0%
Goodreads	1.7%	2.2%	4.5%
Online reviews from other readers	2.6%	1.3%	4.5%
Search engines like Google, Bing, etc.	2.9%	0.9%	1.1%
Social networks like Facebook, Google+, etc.	2.8%	2.2%	2.3%
Social sharing sites like Tumblr, Pinterest, etc.	0.8%	0.9%	2.3%
Twitter	0.7%	0.9%	0.0%
Video book trailer/author video online	0.5%	0.0%	0.0%
ePromotions			
Free eBooks lists	3.0%	0.9%	11.4%
Daily eBook discount promotions (Kindle Daily Deal, Nook Daily Find, etc.)	3.3%	0.9%	9.1%
eBook flash sale sites (BookBub, Ereader News Today, etc.)	1.4%	0.0%	6.8%
Analog Publicity			
Bestseller or Top 100 lists	3.5%	10.2%	6.5%
Literary awards (Pulitzer, Booker, PEN, Newbery, etc.)	0.7%	0.0%	0.9%
News reporting: TV, newspaper, magazine or internet	3.3%	3.4%	2.2%
Online newspaper or magazine interviews and reviews	1.4%	0.0%	0.9%
Print newspaper or magazine interviews and reviews	3.4%	2.3%	3.0%
Radio program interviews and reviews	1.1%	0.0%	0.4%
TV program interviews and reviews	2.9%	1.1%	0.4%
Advertising			
Advertising in newspapers or magazines	1.1%	2.3%	1.7%
Advertising on TV or radio	1.6%	0.0%	1.7%
Advertising online	1.6%	1.1%	2.6%
Personal Recommendations			
Personal recommendations from friends or others I know	16.2%	19.3%	11.3%
Store			
Browsing in retail store or book store	13.2%	21.6%	16.9%
Displays in retail store or book store	5.5%	6.8%	7.8%
Suggestions from retail store or book store staff	1.4%	0.0%	0.9%
Online Sellers			
Browsing internet booksellers	6.6%	5.7%	6.1%
Professionals, Groups, Clubs			
Book club mail catalogs and newsletters	1.1%	2.3%	2.2%
Book reading groups or reading group members	2.3%	2.3%	0.0%
Library or librarians	3.2%	0.0%	1.7%
Teachers or professors	2.0%	0.0%	0.0%
eMail: Seller, Publisher			
Email from booksellers	2.5%	2.3%	3.0%
Email from publishers	1.1%	2.3%	0.0%

One quarter of books bought last by favorite Thriller/Suspense authors discovered through Author Marketing. Over a quarter of unknown authors discovered through ePromotions. Goodreads and Online Reader reviews dominant digital discovery sources for unknown authors.

Impact of Initial Discovery Source on Book's 5 Star Rating from Book Buyer – 7/14 + 11/14

How did you first find out about [last book bought]? (pick one)

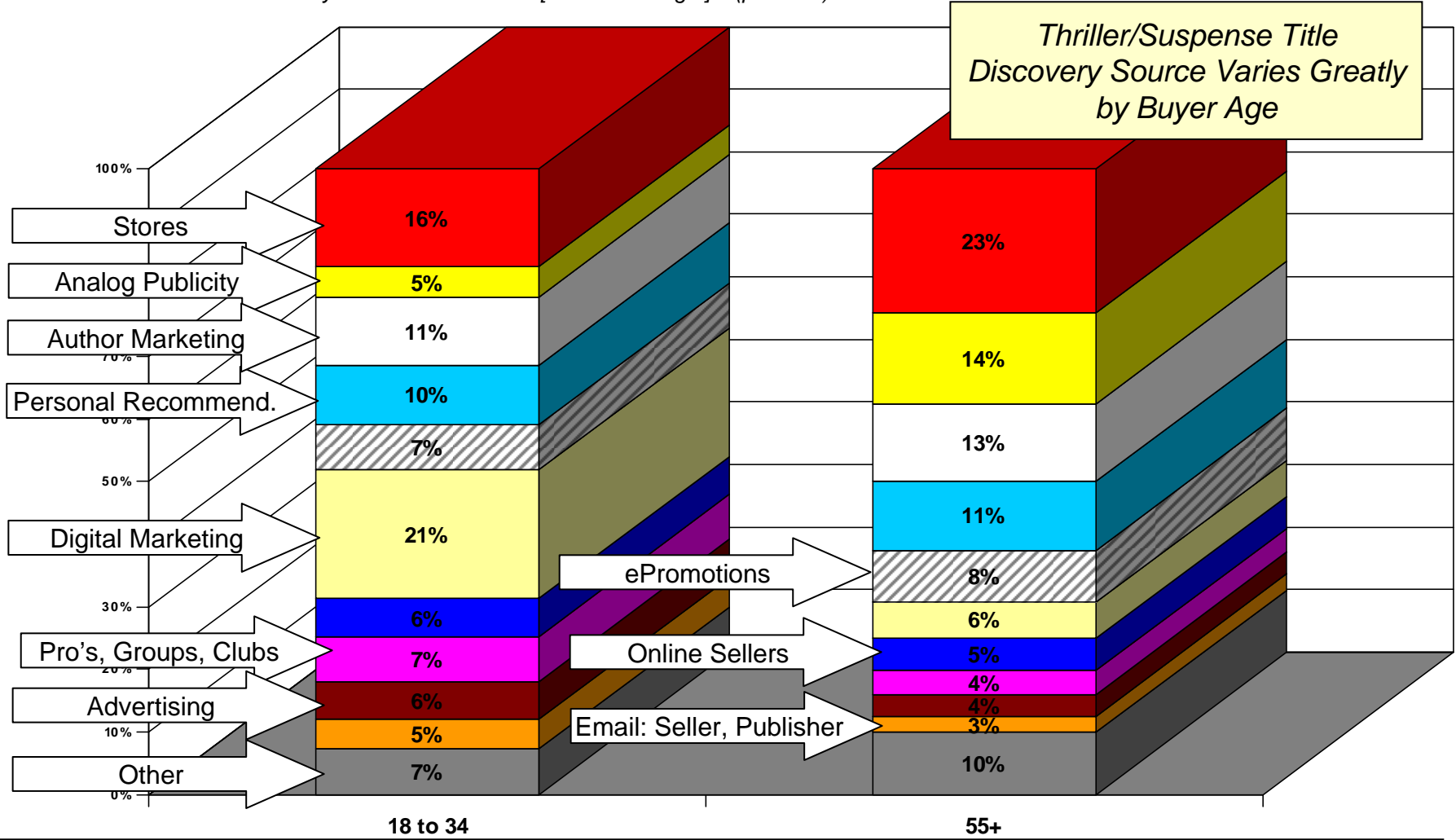
Please [last book bought] (1 star = hate it! 5 stars = love it!)



New book discovery source affects reader satisfaction results and book star ratings. Fastest growing digital discovery sources Daily Deals, Flash Sales undermine book satisfaction, and price.

Thriller/Suspense Discovery Source: Thriller Bought Last by Buyer Age = 18 to 24 vs. 55 and Older – July 2014

How did you first find out about [last book bought]? (pick one)



The initial discovery source for a Thriller/Suspense title bought last varied greatly by buyer age – 18 to 34 year olds relied most on digital marketing and stores, while those 55 and older relied most on stores followed by analog publicity (news, reviews, interviews). Author marketing was strong for both.

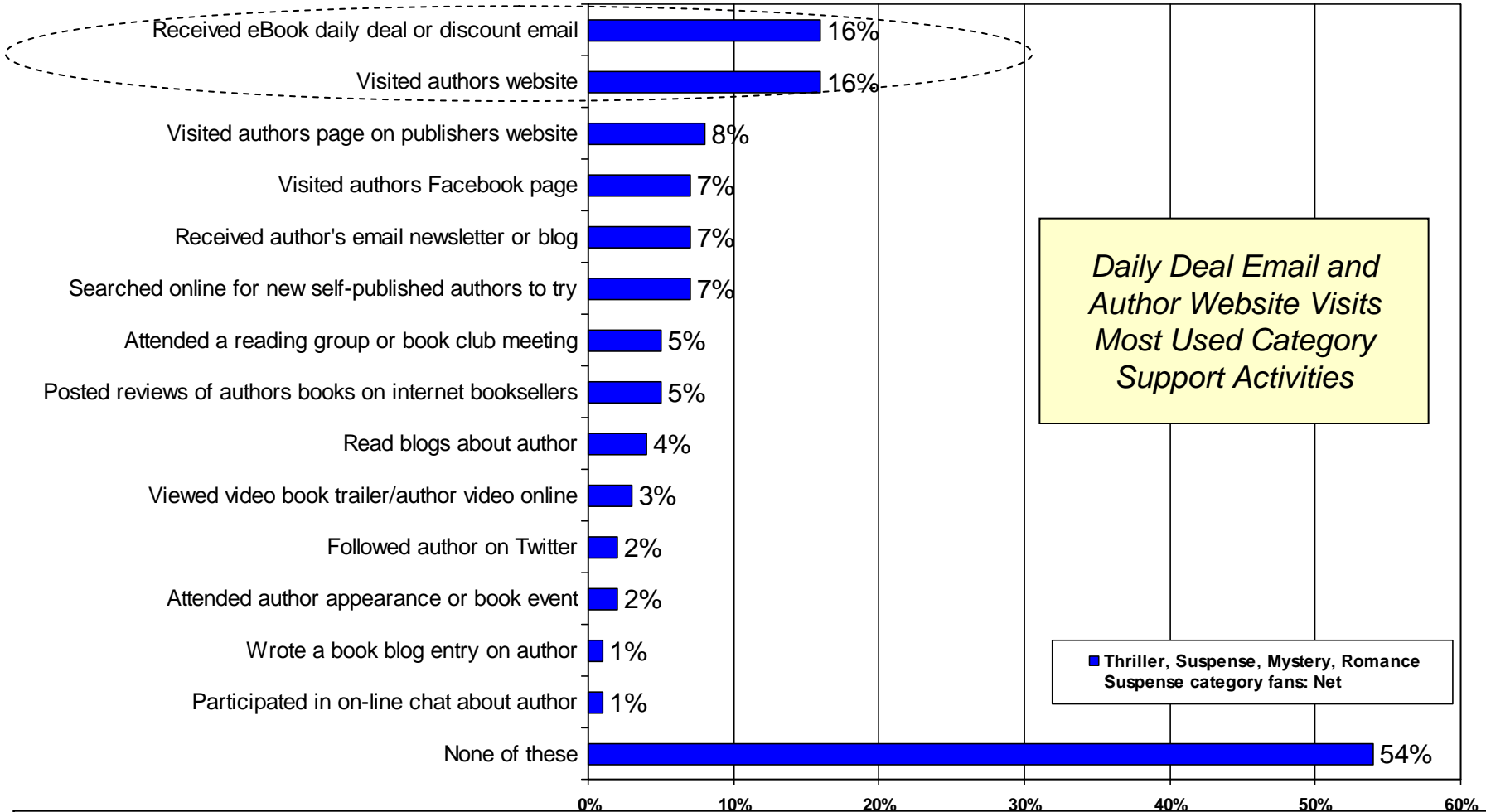
Thriller/Suspense Discovery Source: Book Bought Last by Buyer Age Segment – July 2014

<i>How did you first find out about [last Thriller/Suspense book bought]? (pick one)</i>	18 to 34	35 to 54	55+
Author Marketing			
Author website or blog	6.0%	6.3%	3.2%
Email from author(s)	1.2%	2.0%	0.6%
Information in author's prior book about a new book	3.6%	7.8%	8.7%
Digital Marketing			
Book-related bloggers	1.2%	0.5%	0.3%
Book-related websites (Library Thing, Shelfari, etc.)	1.2%	1.0%	0.3%
Goodreads	1.2%	2.0%	1.9%
Online reviews from other readers	3.6%	2.0%	1.0%
Search engines like Google, Bing, etc.	1.2%	1.0%	1.6%
Social networks like Facebook, Google+, etc.	6.0%	2.9%	0.6%
Social sharing sites like Tumblr, Pinterest, etc.	3.6%	1.0%	0.0%
Twitter	2.4%	0.5%	0.0%
Video book trailer/author video online	0.0%	0.0%	0.0%
ePromotions			
Daily eBook discount promotions (Kindle Daily Deal, Nook Daily Find, etc.)	2.4%	2.9%	3.2%
eBook flash sale sites (BookBub, Ereader News Today, etc.)	2.4%	1.5%	1.0%
Free eBooks lists	2.4%	2.0%	4.2%
Analog Publicity			
Bestseller or Top 100 lists	1.2%	6.8%	7.7%
Literary awards (Pulitzer, Booker, PEN, Newbery, etc.)	0.0%	0.5%	0.3%
News reporting: TV, newspaper, magazine or internet	0.0%	1.0%	2.6%
Online newspaper or magazine interviews and reviews	1.2%	1.0%	0.3%
Print newspaper or magazine interviews and reviews	1.2%	3.4%	2.2%
Radio program interviews and reviews	1.2%	0.5%	0.0%
TV program interviews and reviews	0.0%	0.0%	1.3%
Advertising			
Advertising in newspapers or magazines	1.2%	1.5%	1.0%
Advertising on TV or radio	1.2%	0.5%	1.6%
Advertising online	3.6%	1.5%	1.0%
Personal Recommendations			
Personal recommendations from friends or others I know	9.6%	10.2%	10.9%
Store			
Browsing in retail store or book store	12.0%	15.1%	15.4%
Displays in retail store or book store	3.6%	5.9%	7.4%
Suggestions from retail store or book store staff	0.0%	1.5%	0.3%
Online Sellers			
Browsing internet booksellers	6.0%	3.4%	5.1%
Professionals, Groups, Clubs			
Book club mail catalogs and newsletters	2.4%	1.5%	1.3%
Book reading groups or reading group members	1.2%	0.0%	0.3%
Library or librarians	2.4%	1.0%	2.2%
Teachers or professors	1.2%	0.0%	0.0%
eMail: Seller, Publisher			
Email from booksellers	3.6%	2.4%	2.2%
Email from publishers	1.2%	0.0%	0.3%

Thriller/Suspense buyers 18 to 54 relied more on author websites, 35+ on information in author's prior book. Social media discovery skewed heavily to under 35, Goodreads, Daily Deal, Search more balanced

Thriller, Suspense, Mystery, Romantic Suspense Fans: Book Support Activities Last Month

Which of the following activities did you do last month to support your interest in [top choice: T, S, M, RS] novels? (check all that apply)

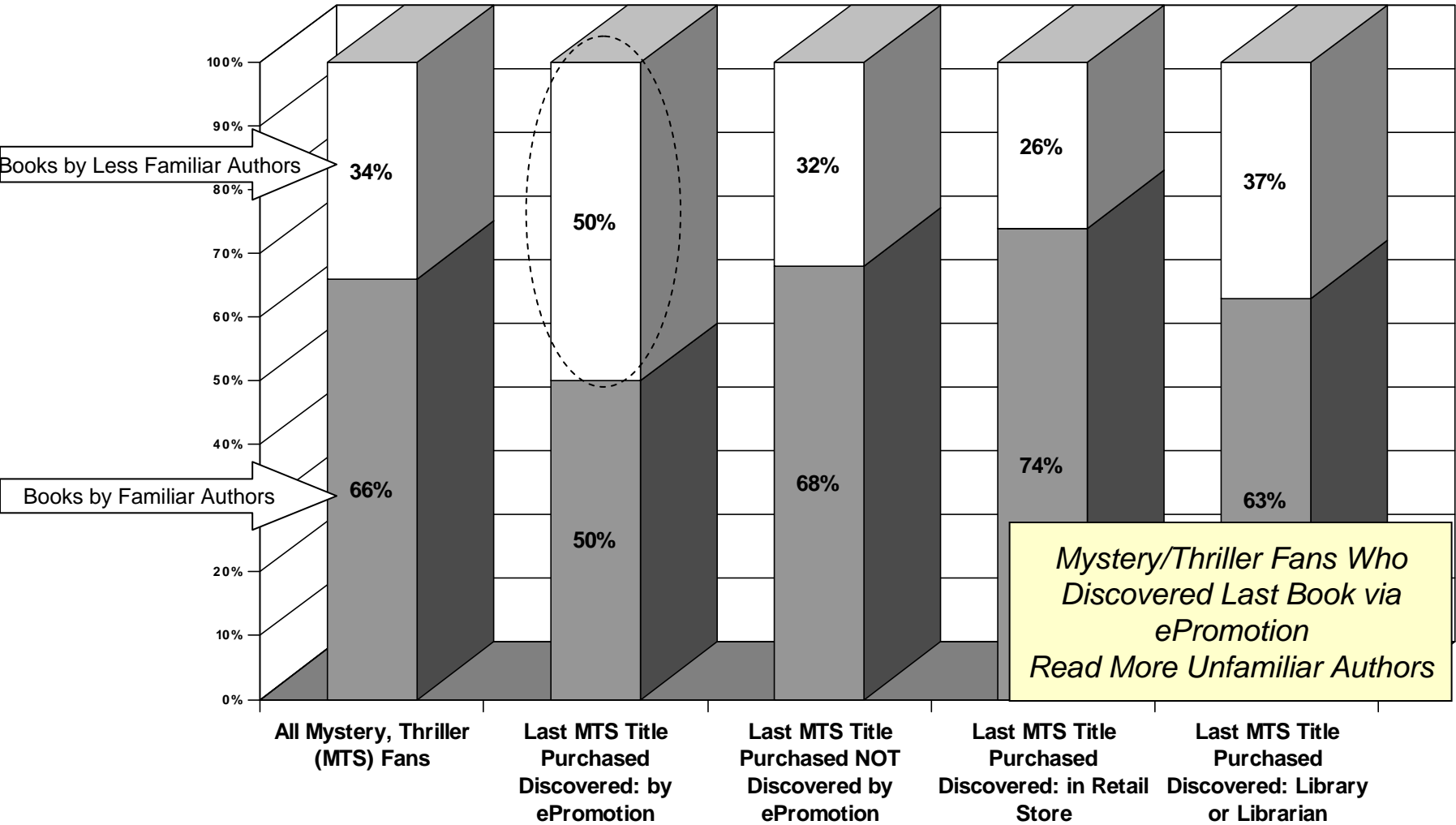


Over half of Thriller, Suspense, Mystery, Romantic Suspense fans didn't participated in any active category support activities in the last month, those that did most participated in Daily Deals and author site visits. Mystery and Romantic Suspense fans more likely to get Daily Deals (18%) vs. Thriller/Suspense fans (14%).

The ePromotion Book Buyer

Last Bought Thriller/Suspense/Mystery Novel Discovered via ePromotion: % MTS Books Read by Author Type

What % of the [Mystery, Thriller or Suspense] novels you read last month were written by less familiar authors?

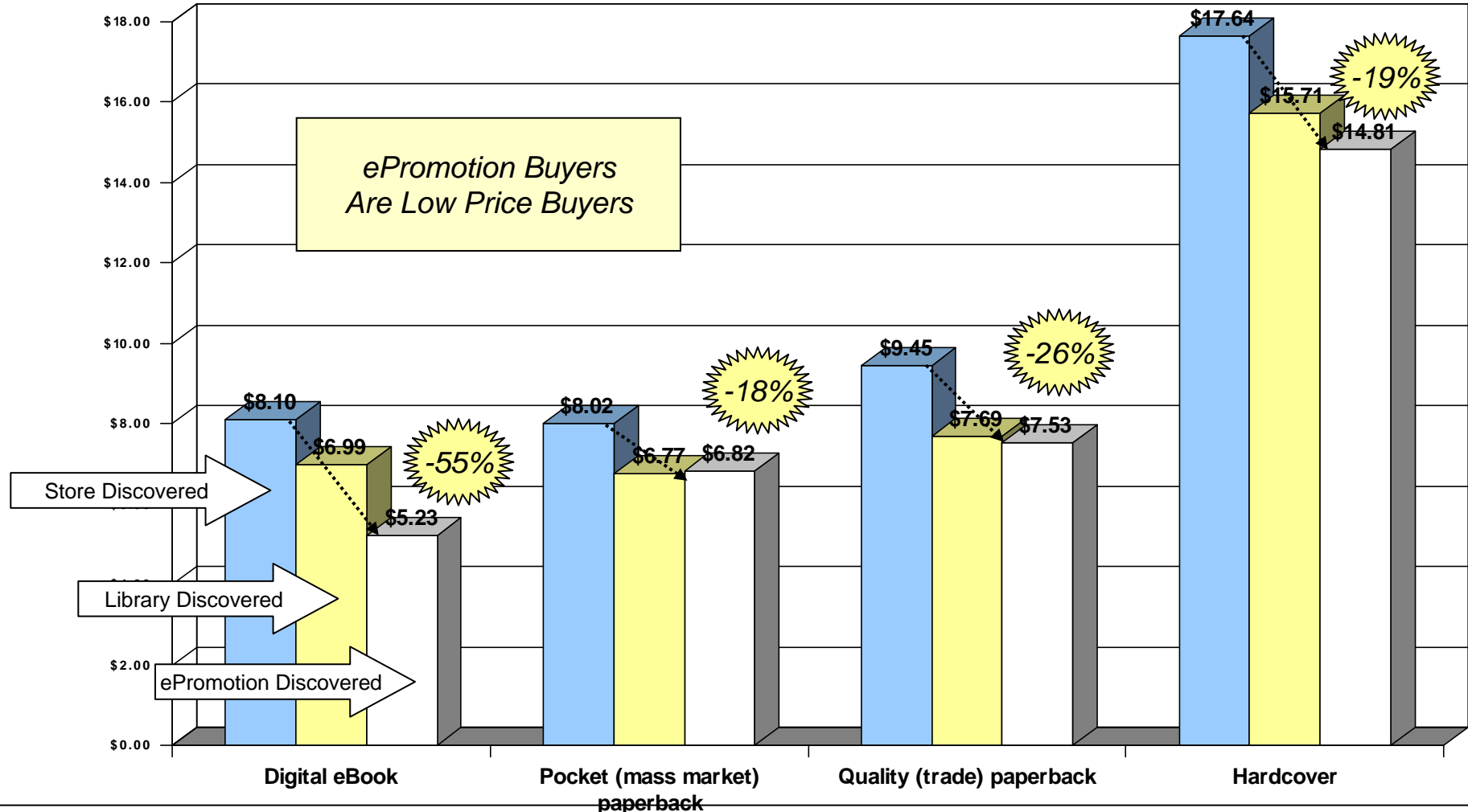


Mystery/Thriller Fans Who Discovered Last Book via ePromotion Read More Unfamiliar Authors

Among book buyers who discovered their last bought Mystery/Thriller book by an unfamiliar author via ePromotions – half of the [Mystery, Thriller, Suspense] novels they read last month were by less familiar authors vs. 34% for the overall group, 26% for those who discovered the book in store, 37% in library.

Last Bought Thriller/Suspense/Mystery Novel Discovered via ePromotions: Average Price Expectations

How much do you normally expect to pay for a new or recently released book (the author of the [MTS] book you bought last) -- in each of the following formats?



Mystery, Thriller fans who discovered the Mystery, Thriller book they bought last by a less familiar author via ePromotions – expect to pay far less than fans who discovered their last unfamiliar author’s book in a retail store or through a library.

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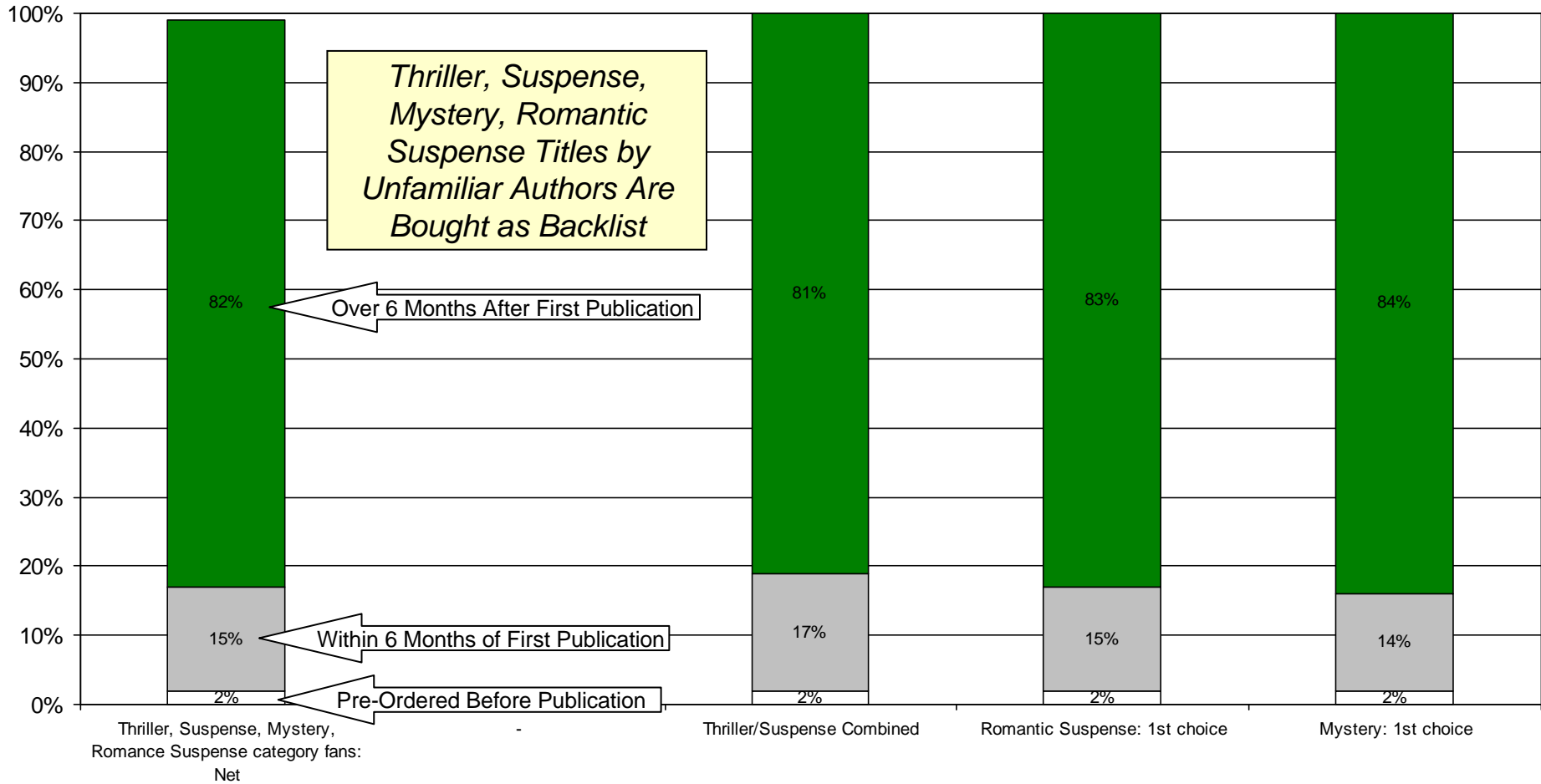
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4 Discovery – Stores, "Trial" Programs, Goodreads, Reader Reviews Most Important

5 Backlist Focus: Personal Recommendations 90%; "Unfamiliar" Author Titles 80% Backlist

Category Fans: Last Category Book Bought by Unfamiliar Author – Time Purchased vs. Publication

How close to the publication of [last T,S,M,RS novel bought by unfamiliar author] did you purchase this book?



Over 80% of the Thriller, Suspense, Mystery, Romantic Suspense titles by unfamiliar authors bought last where purchased as backlist, over 6 months after first publication.

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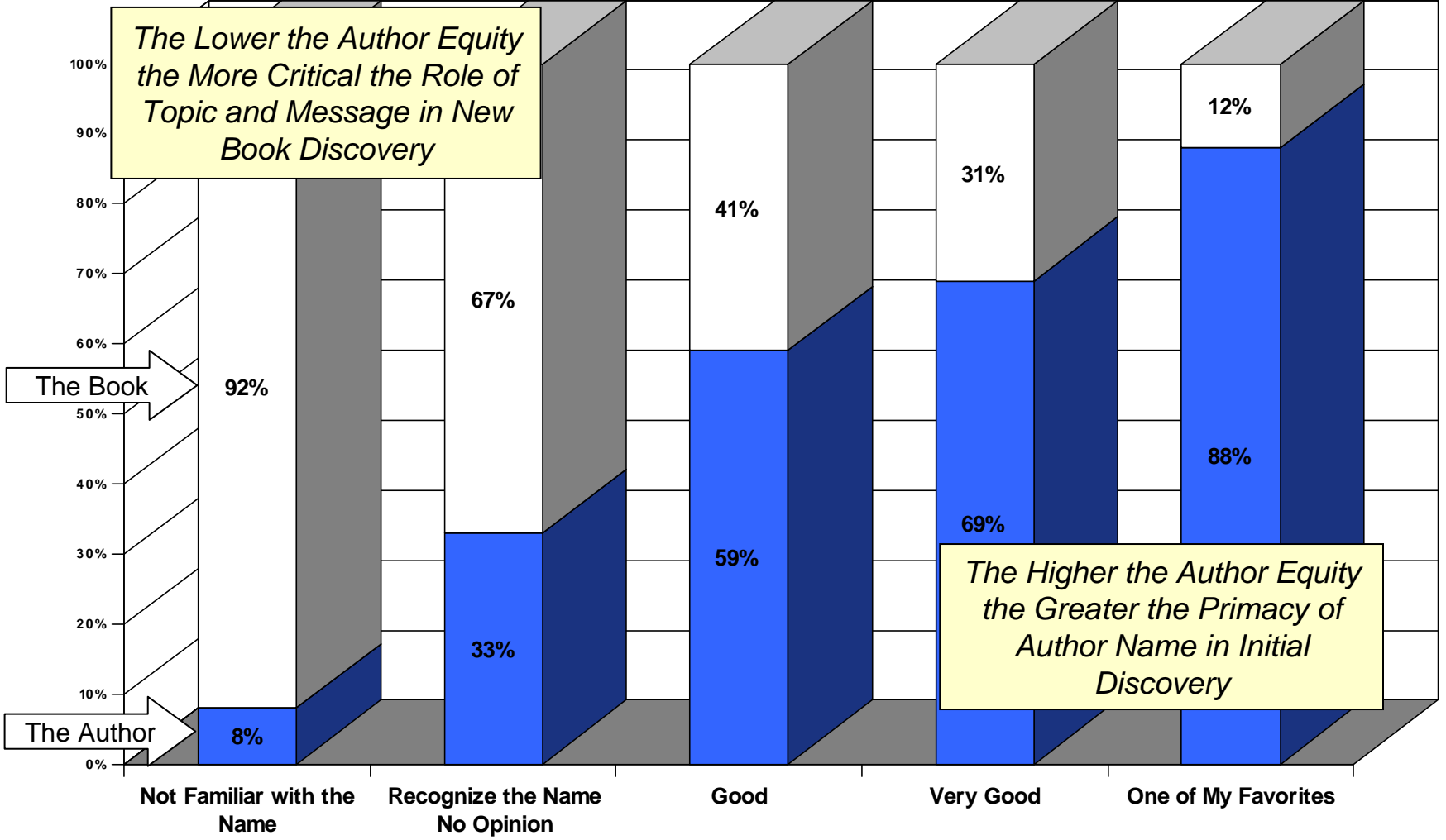
5 Backlist Focus: Personal Recommendations 90%; "Unfamiliar" Author Titles 80% Backlist

6 Conversion – Book Topic/Message is The Connector for "Unfamiliar" Book Buyers

“Does this book intrigue me enough to act?”
[click-browse-buy]

Thriller/Suspense Book Bought Last – Purchase Priority by Author Rating – Author vs. Book – September 2012

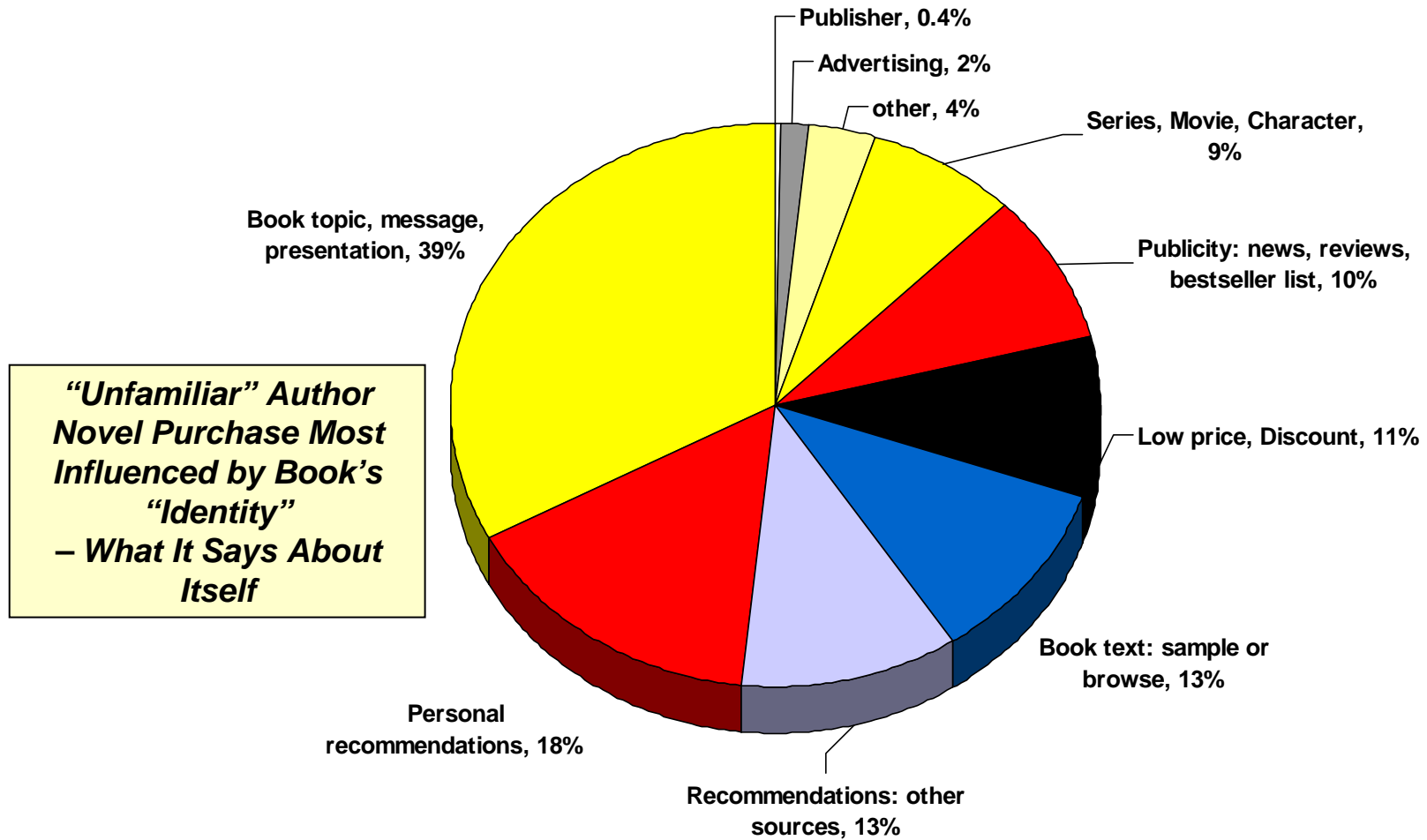
When you first discovered that this book existed -- which element of the book were you aware of first, its author or the book (title, topic, storyline, etc.)? BEFORE you first discovered this book -- what was your overall opinion of that author or series? (pick one)



*For 'unknown' Thriller or Suspense authors – the book is the only point of discovery.
For favorite Thriller or Suspense authors – the author is the driving point of discovery.*

Primary Purchase Decision Factor – “Unfamiliar Author” Thriller/Suspense/Mystery/Romantic Suspense Novel

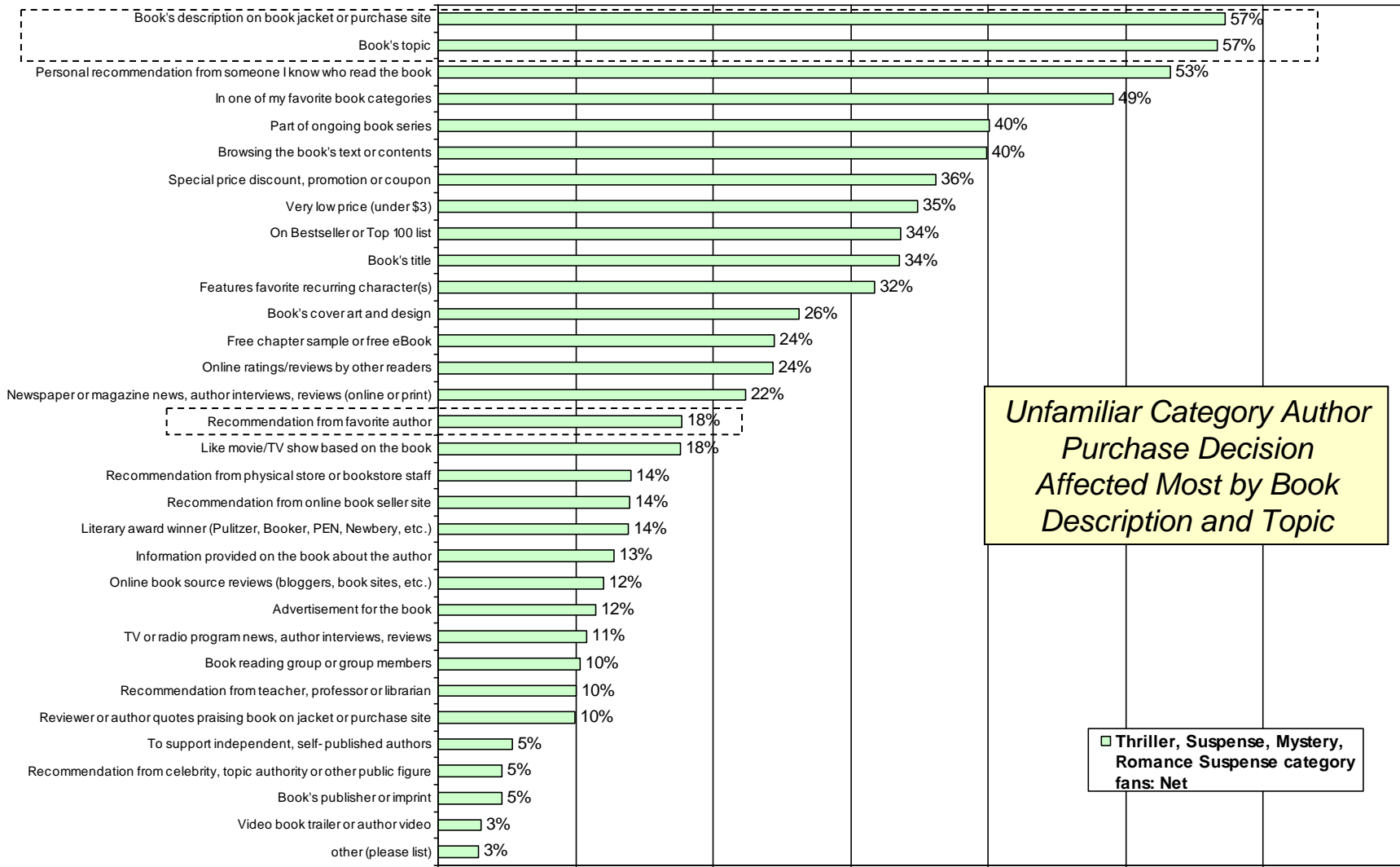
Which one primary factor influenced your decision most when choosing to purchase [last TSMRS novel by unfamiliar author]?



The way a book communicates its topic and message is most important factor influencing the purchase of a Thriller, Suspense, Mystery or Romantic Suspense novel by an “unfamiliar” author.

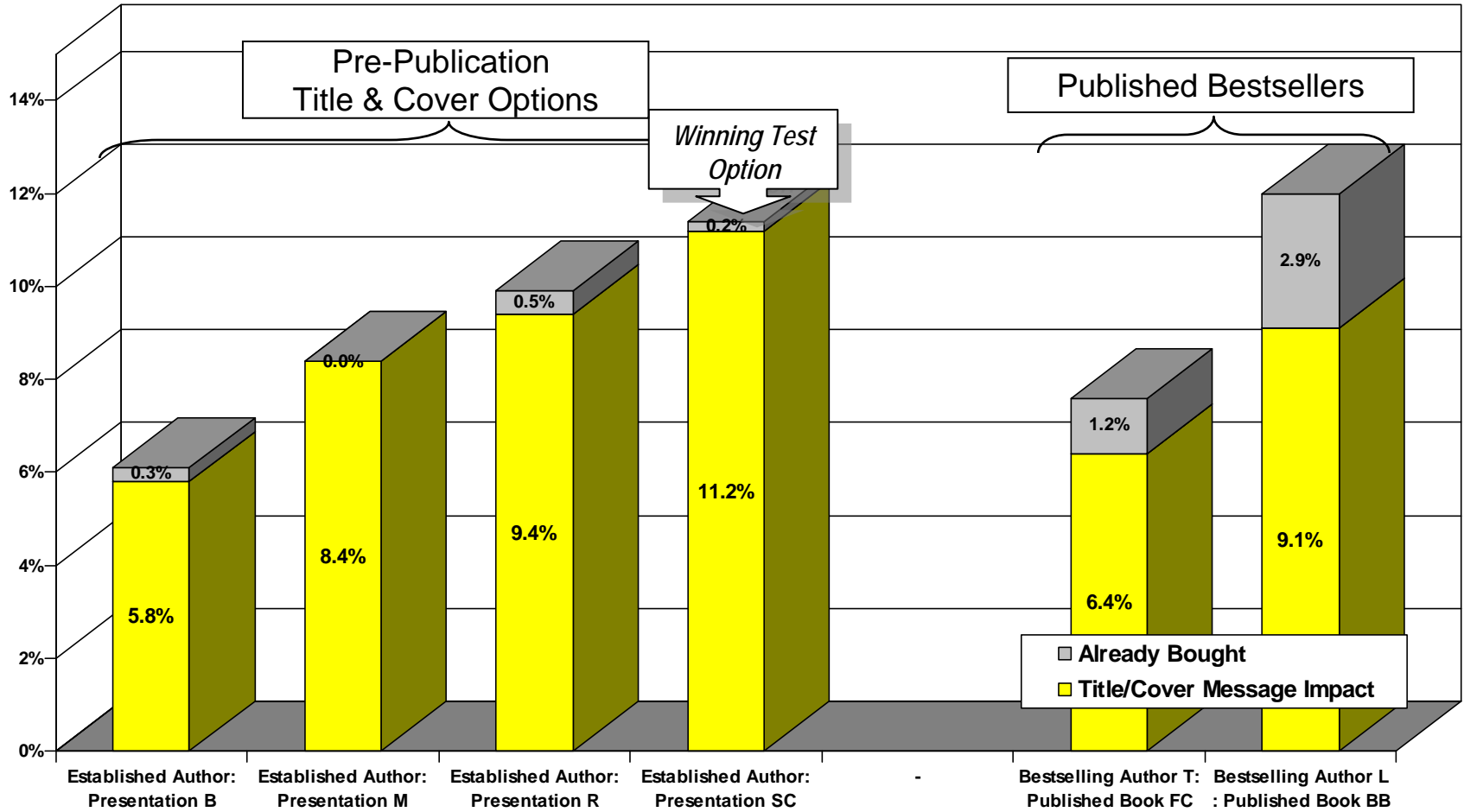
Thriller/Suspense/Mystery/Romantic Suspense Fans: Book Purchase Decision Influencers: Unfamiliar Author

When browsing for [top choice: T, S, M, RS] novels, which of the following factors influence your decision most when choosing a new book to purchase for personal reading by an unfamiliar author? (all that apply)



Personal recommendations from someone the buyer knows who has read the book is next most influential decision factor in purchasing a category book by an unfamiliar author.

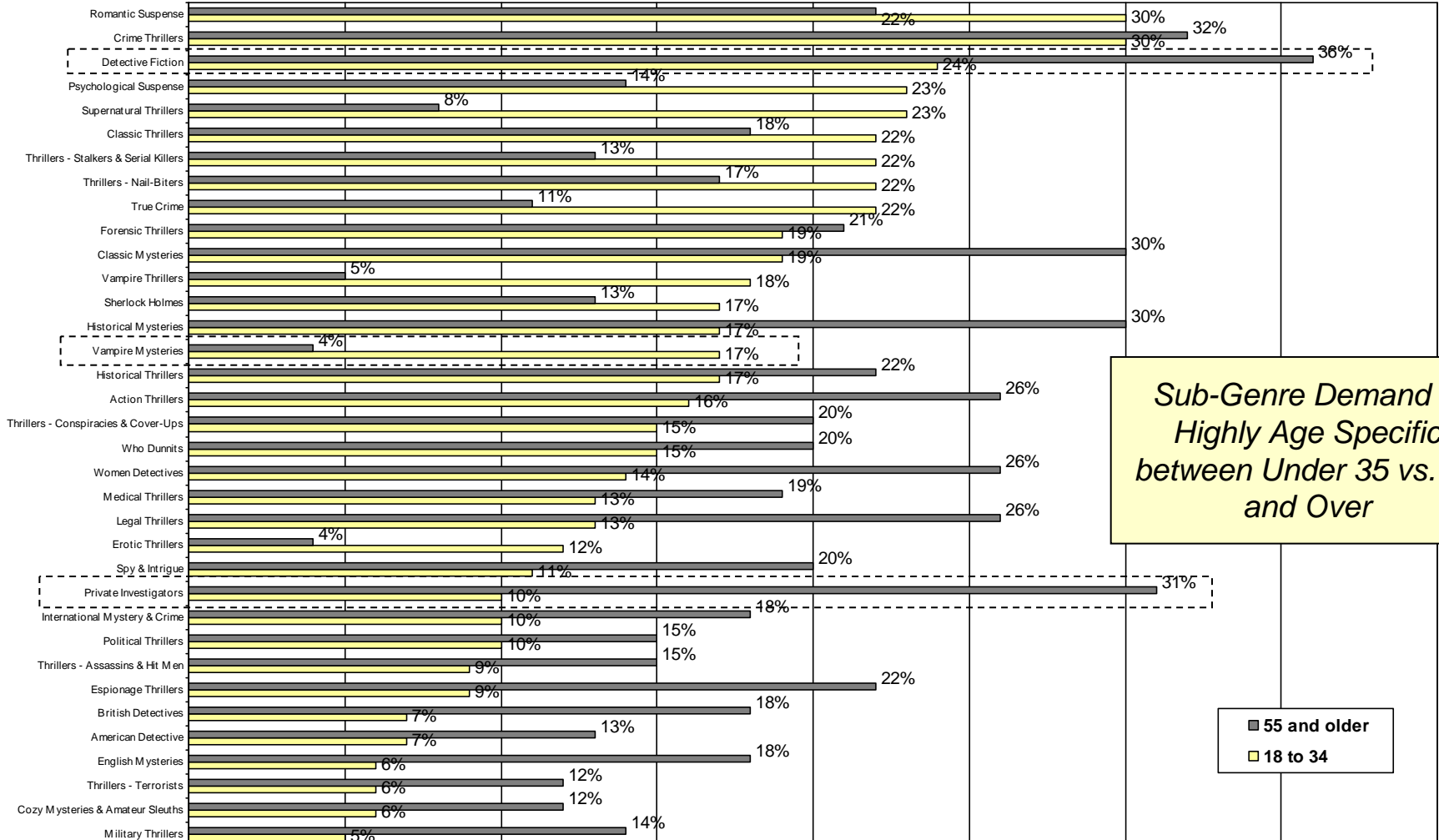
Thriller Message Impact Improvement – Pre-Publication “Shopping” Test – Title & Cover EXAMPLE



Alternative new book positioning approaches – messaged through unique description, title and cover design options – can be pre-tested against proven bestsellers to identify best ‘storyline’ to publish.

Top Favorite Sub-Genre Categories: Category Buyers 18 to 34 vs. 55 years old and older

Which of the following categories are your favorite(s) for personal reading? (select all that apply)



Sub-Genre Demand is Highly Age Specific between Under 35 vs. 55 and Over

■ 55 and older
■ 18 to 34

Many sub-genres are highly polarizing by book buyer age 18-34 vs. 55 and older – including Private Investigators, Vampires, Espionage, English, Supernatural Thrillers, Military Thrillers.

10 Essentials for Thriller Author Growth

1 Book Discovery + Conversion + Availability = New Book Sales Success

2 Author Fan ("Favorite") Base Size is #1 Determinant of Thriller Sales and "Brand"

3 Thriller Fans Are Complacent: Skew Older, Big Bias to Authors They Already Like

4 Discovery – Stores, "Trial" Programs, Goodreads, Reader Reviews Most Important

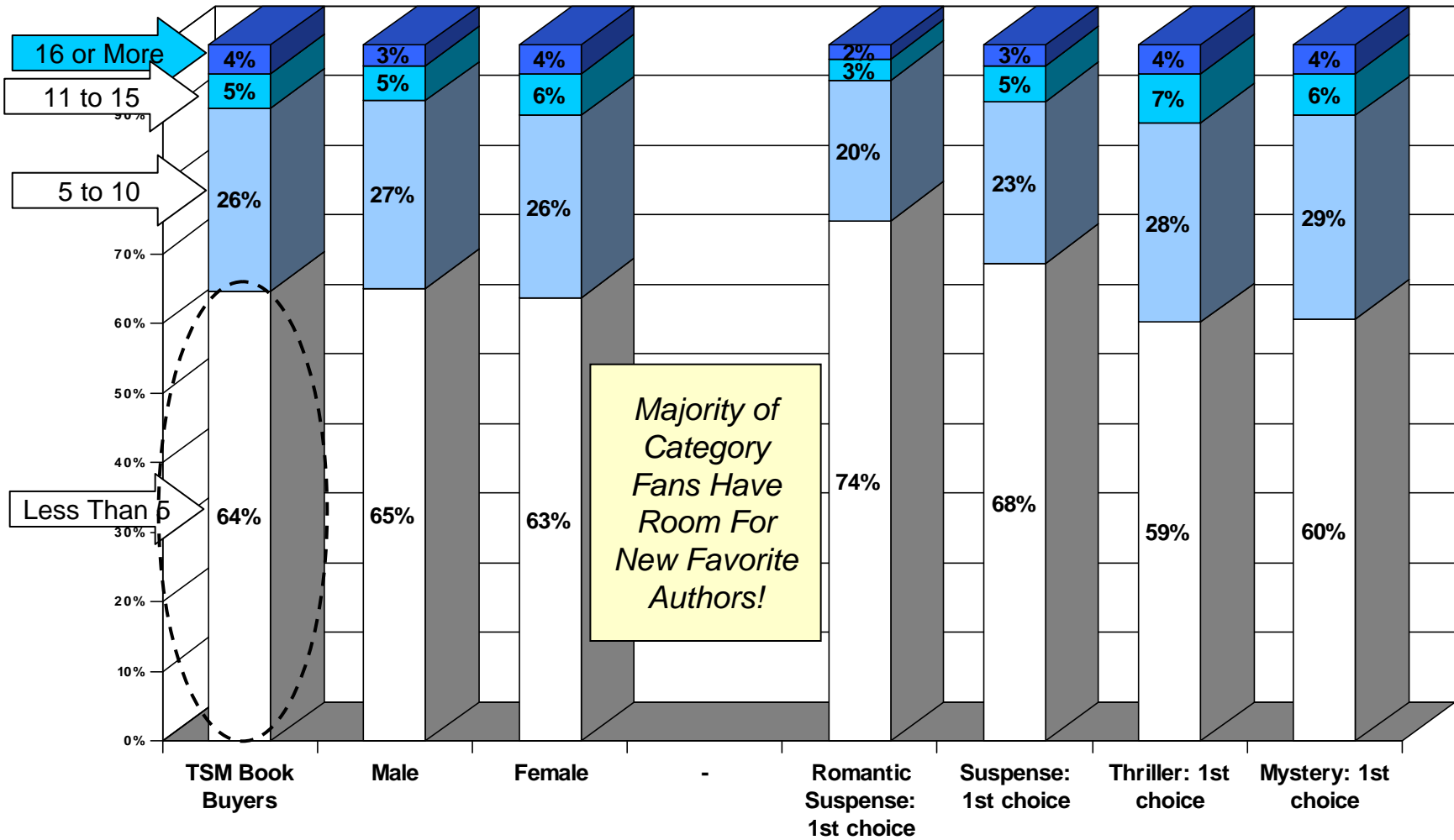
5 Backlist Focus: Personal Recommendations 90%; "Unfamiliar" Author Titles 80% Backlist

6 Conversion – Book Topic/Message is The Connector for "Unfamiliar" Book Buyers

7 Book Topic/Message Must Wake Up "Unfamiliar" Book Buyers, Capture Attention!

% of Total Mystery, Thriller, Suspense Novels Read Last Month by Unfamiliar Authors

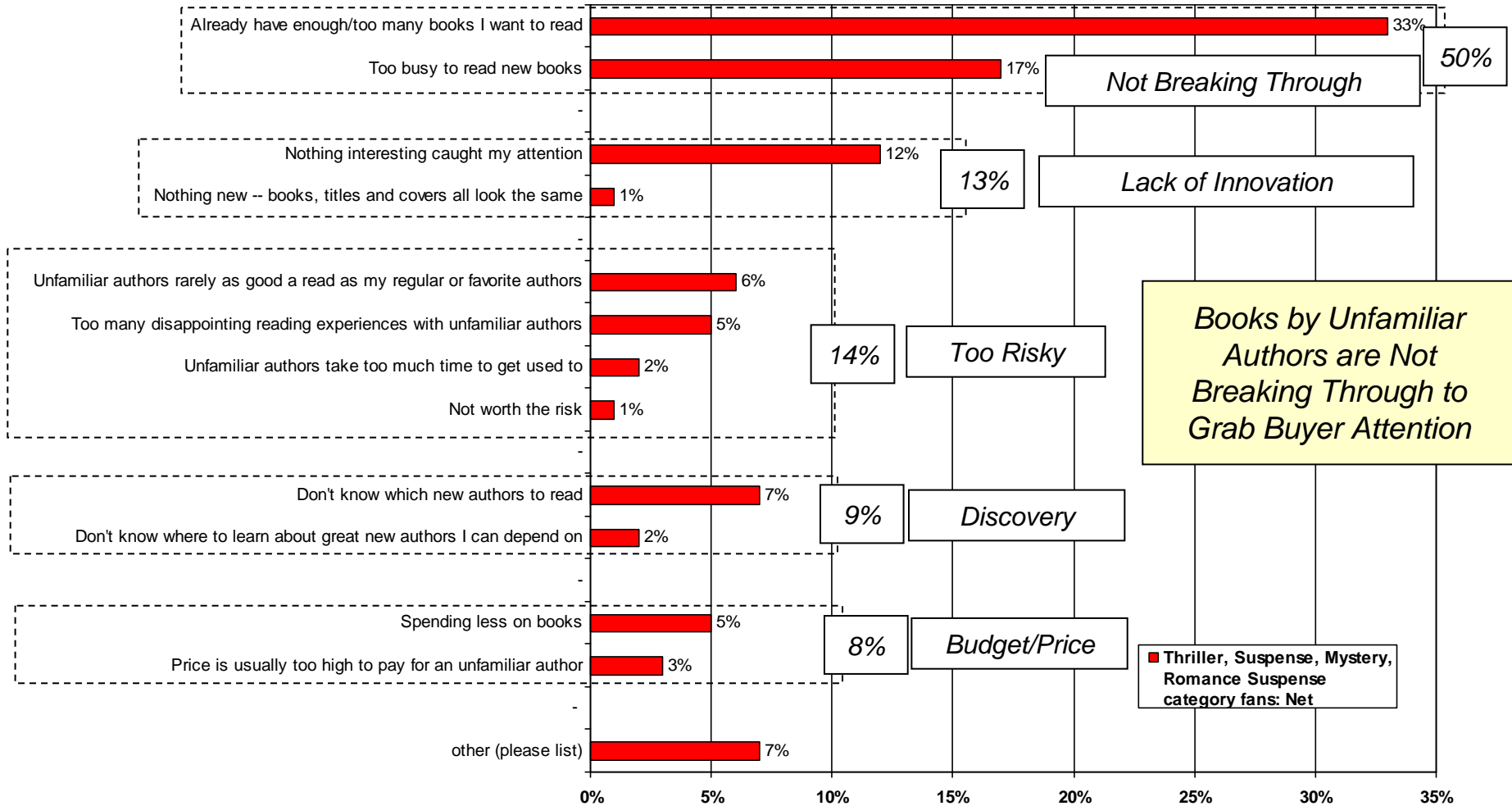
How many Thriller, Suspense or Mystery authors are on your personal "must read" list of favorite authors?



The majority (64%) of Mystery, Thriller, Suspense category fans (1st choice) have less than 5 "must read" authors on their personal list of favorite authors – plenty of room for new favorite authors!

Most Important Reason For Not Buying a Novel by Author Never Read Before within Past Month

What is main reason it's been so long [over 1 month or more] since you bought a novel by a [top choice: T,S,M,RS] author you'd never read before?

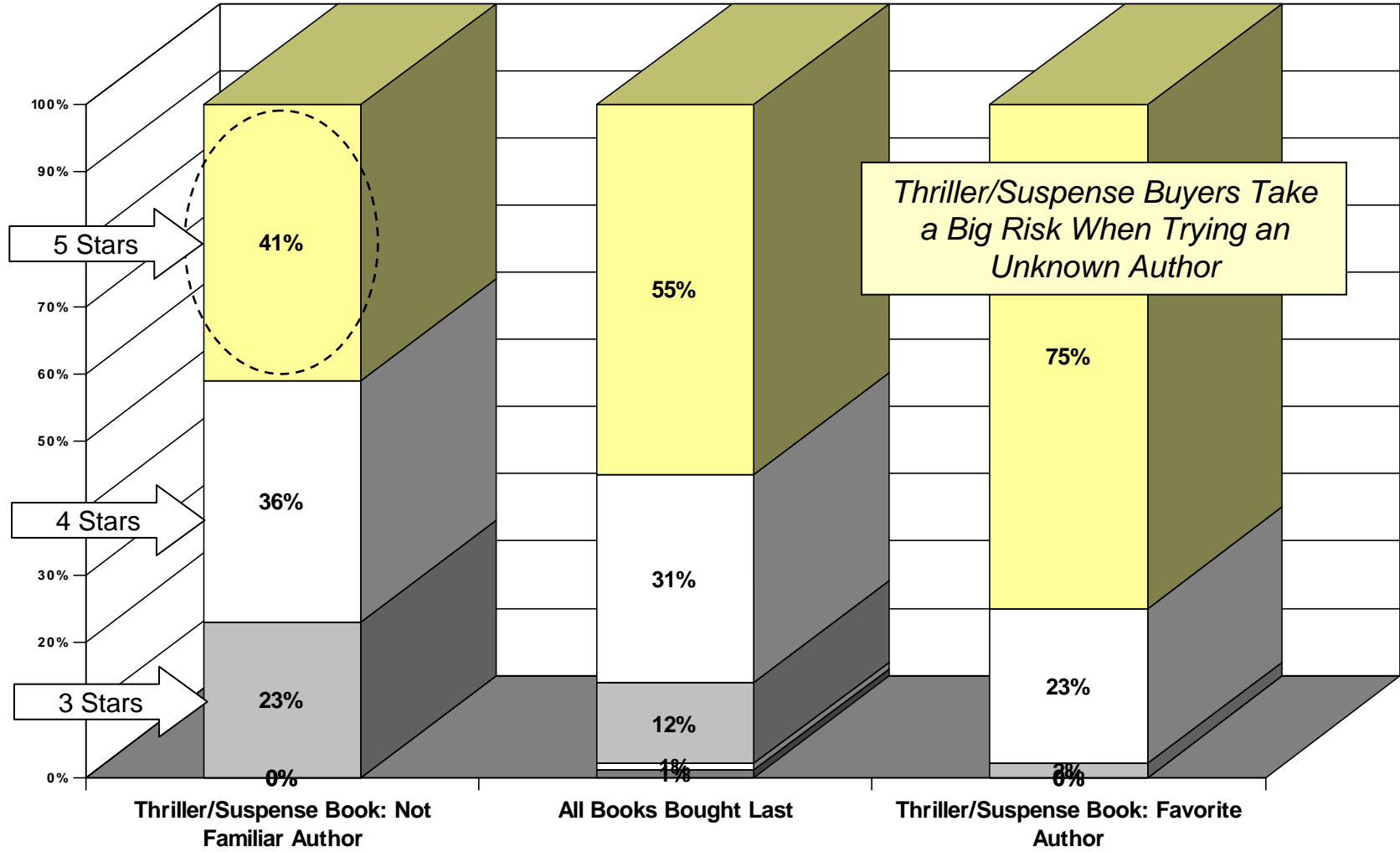


Over half of Thriller, Suspense, Mystery, Romantic Suspense category fans have not bought a book by an author they've never read before in the last month arguably due to lack of books capturing their interest.

Thriller/Suspense Book Bought Last – Book Satisfaction by Author Rating Before Discovery – July 2014

BEFORE you first discovered this book -- what was your overall opinion of that author or series? (pick one)

Please rate [book bought last] -(1 star = hate it! 5 stars = love it!)



Only 41% of book buyers who bought/completed a Thriller or Suspense book by an unknown author "Loved It!", vs. 75% for a book by a favorite Thriller author – how can this risk be reduced?

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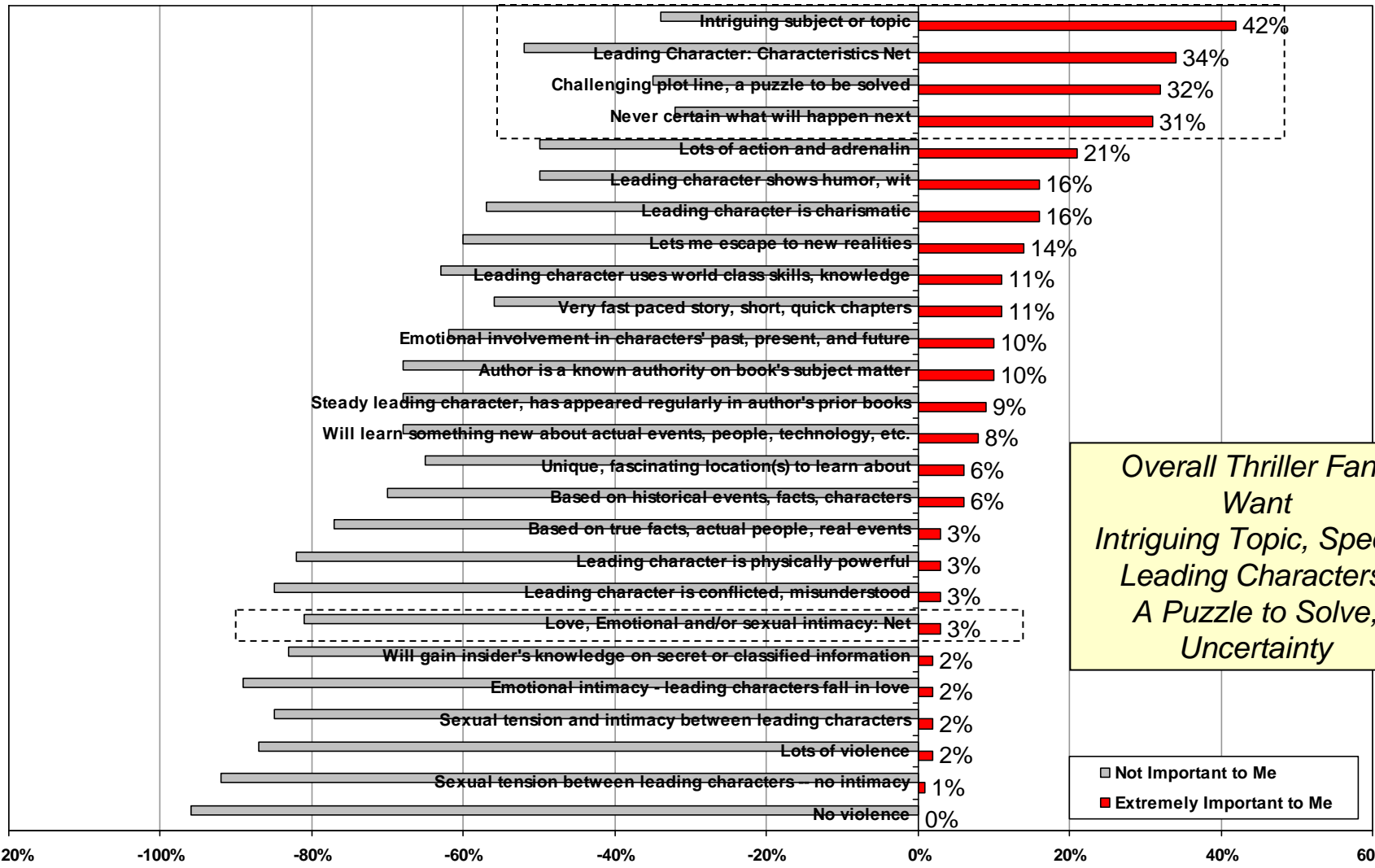
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7 Book Topic/Message Must Wake Up "Unfamiliar" Book Buyers, Capture Attention!

8 Most Important "Story" Elements: Intriguing Plot, Lead Character, Challenging Puzzle

Extremely Important v. Not Important Elements in Reading a Great Thriller Novel: Thriller 1st Choice Fans

How important are the following elements to you in reading a great Thriller novel? Extremely Important to Me vs. Not Important to Me



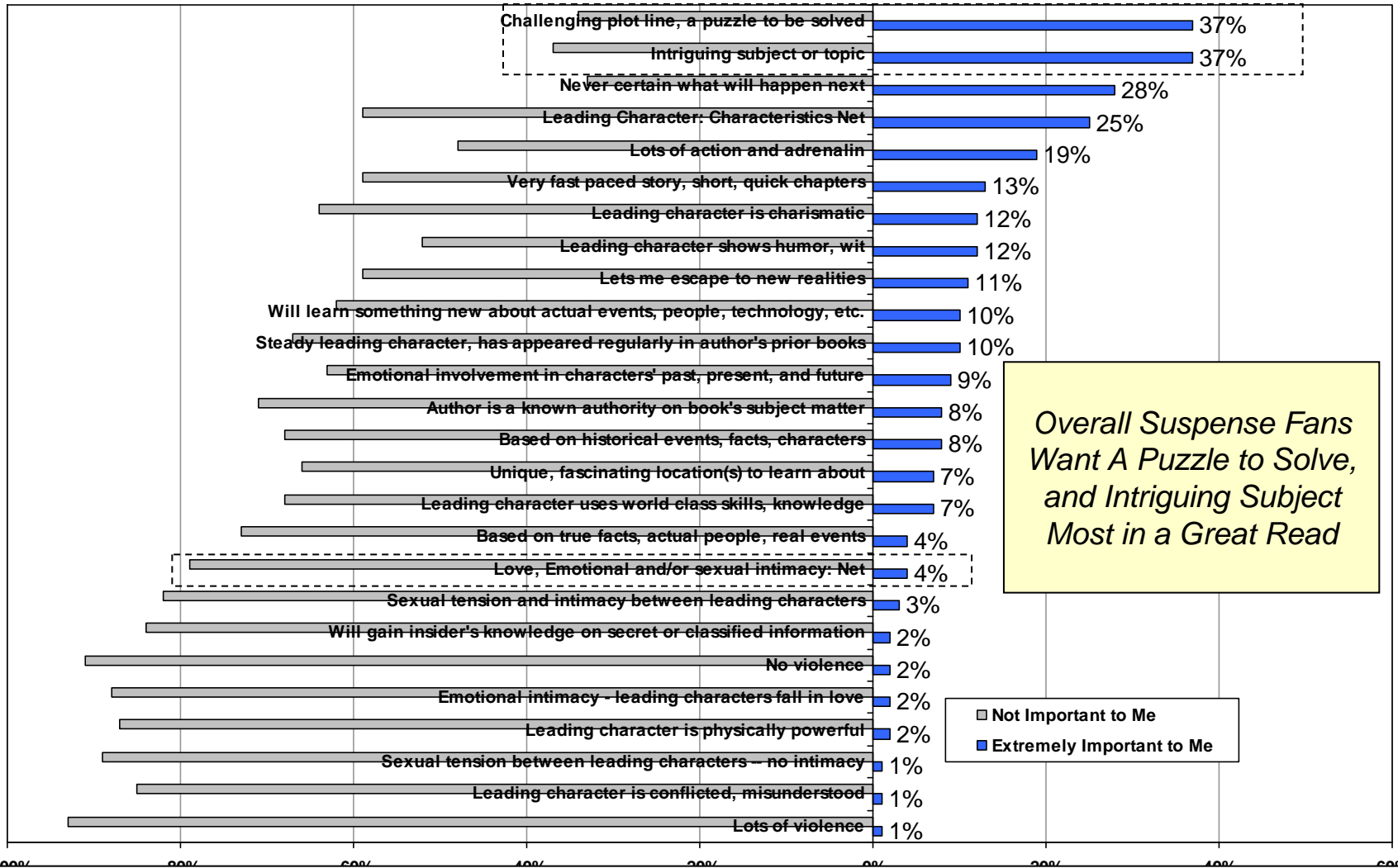
Overall Thriller Fans Want Intriguing Topic, Special Leading Characters, A Puzzle to Solve, Uncertainty

Not Important to Me
 Extremely Important to Me

Past month book buyers who claimed Thriller as their #1 TSM category rated intriguing subject or topic as most important to a great Thriller read. Special leading characters, challenging plot/puzzle, uncertainty next.

Extremely Important v. Not Important Elements in Reading a Great Suspense Novel: Suspense 1st Choice Fans

How important are the following elements to you in reading a great Thriller novel? Extremely Important to Me vs. Not Important to Me



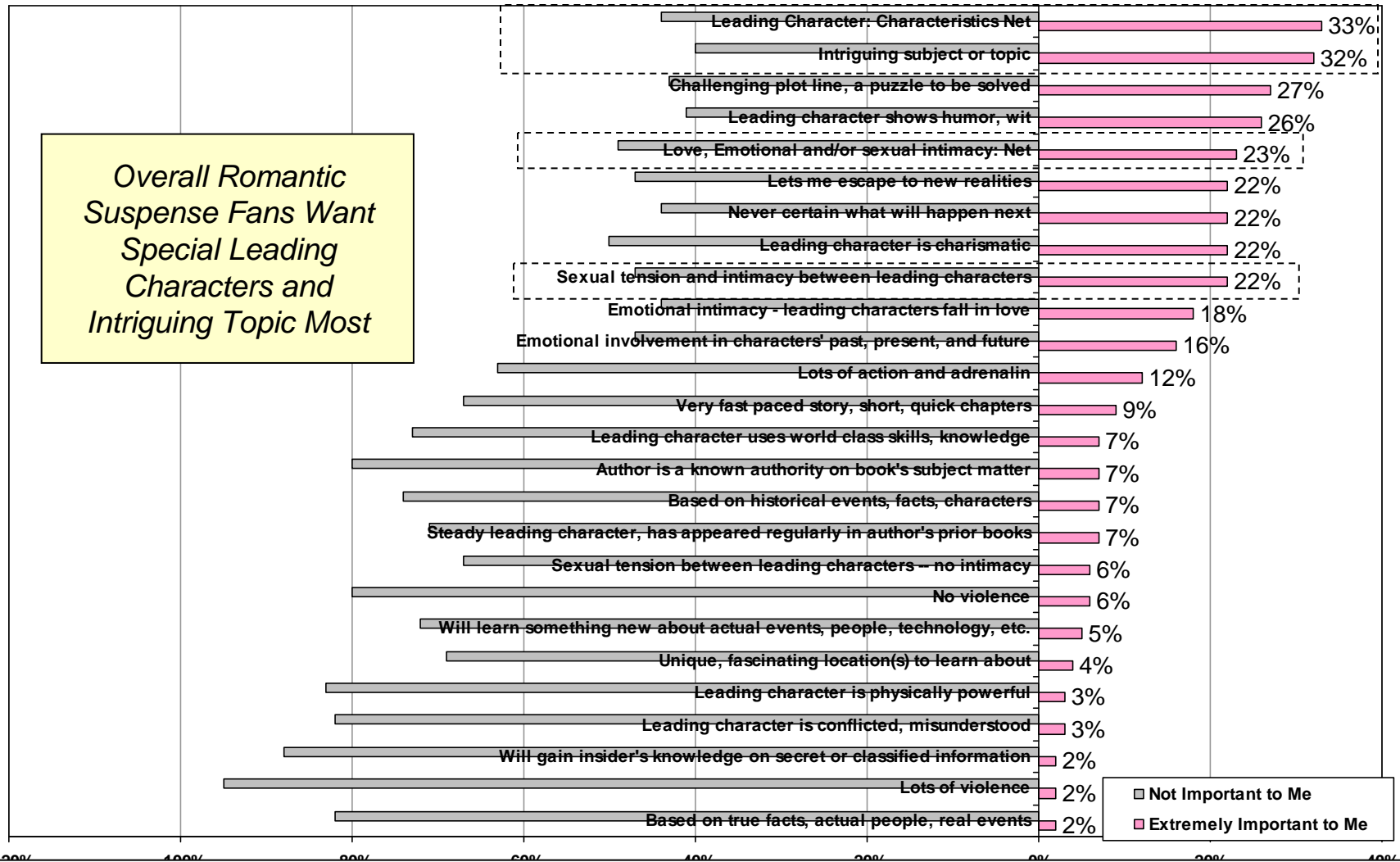
Overall Suspense Fans Want A Puzzle to Solve, and Intriguing Subject Most in a Great Read

Not Important to Me
 Extremely Important to Me

Past month book buyers who claimed Suspense as their #1 TSM category rated challenging plot line and intriguing subject or topic as most important to a great Suspense read. Never certain what happens next and special leading characters were next, followed by action.

Extremely Important v. Not Important Elements in Reading Great Romantic Suspense Novel: 1st Choice Fans

How important are the following elements to you in reading a great Romantic Suspense novel? Extremely Important to Me vs. Not Important to Me

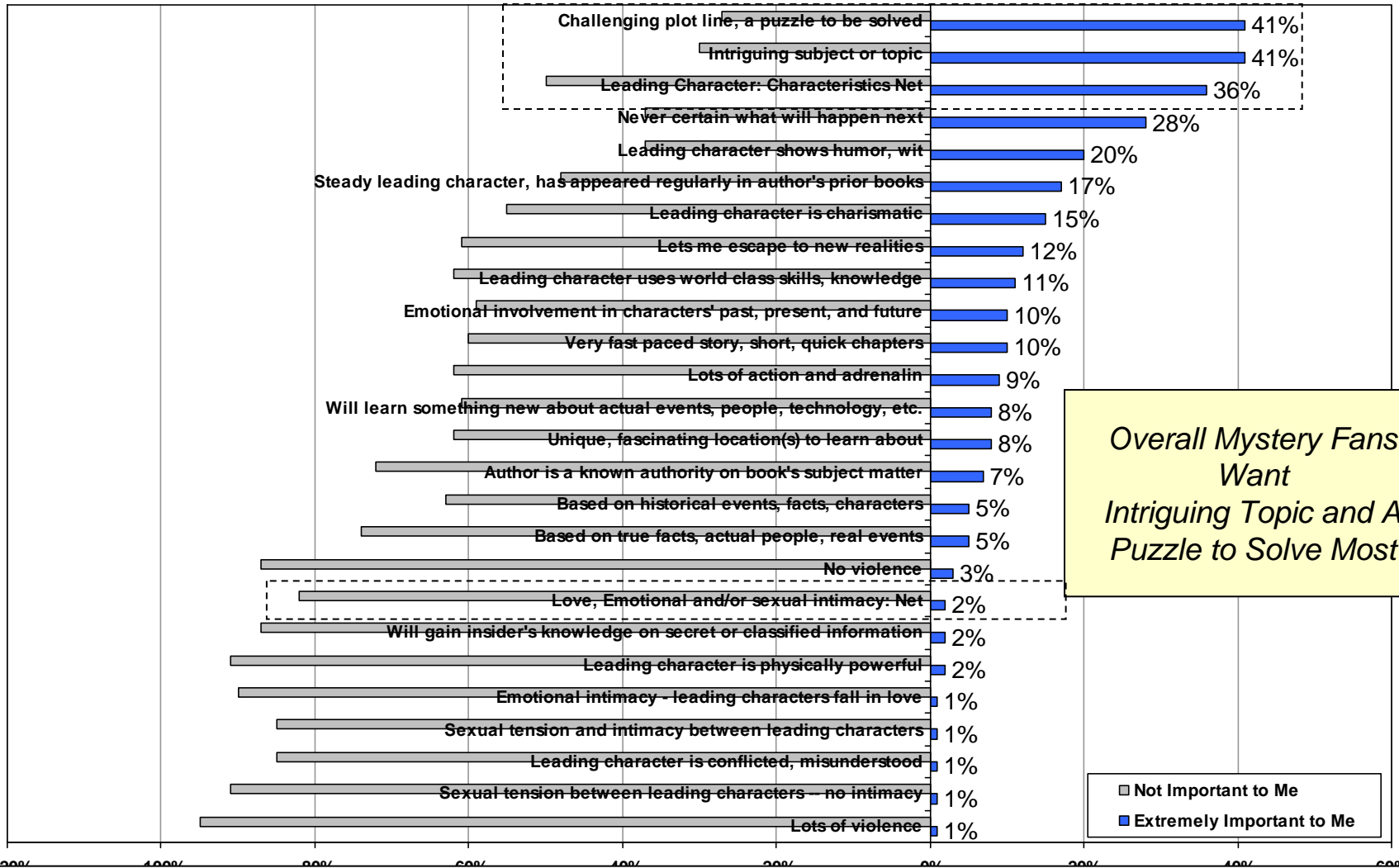


Overall Romantic Suspense Fans Want Special Leading Characters and Intriguing Topic Most

Past month book buyers who claimed Romantic Suspense as their #1 TSM category rated special leading characters and intriguing subject or topic as most important to a great Romantic Suspense read. Not surprisingly, Intimacy and emotion ranked much higher than among Thriller, Suspense, Mystery fans.

Extremely Important v. Not Important Elements in Reading a Great Mystery Novel: Mystery 1st Choice Fans

How important are the following elements to you in reading a great Mystery novel? Extremely Important to Me vs. Not Important to Me



Overall Mystery Fans Want Intriguing Topic and A Puzzle to Solve Most

Not Important to Me
 Extremely Important to Me

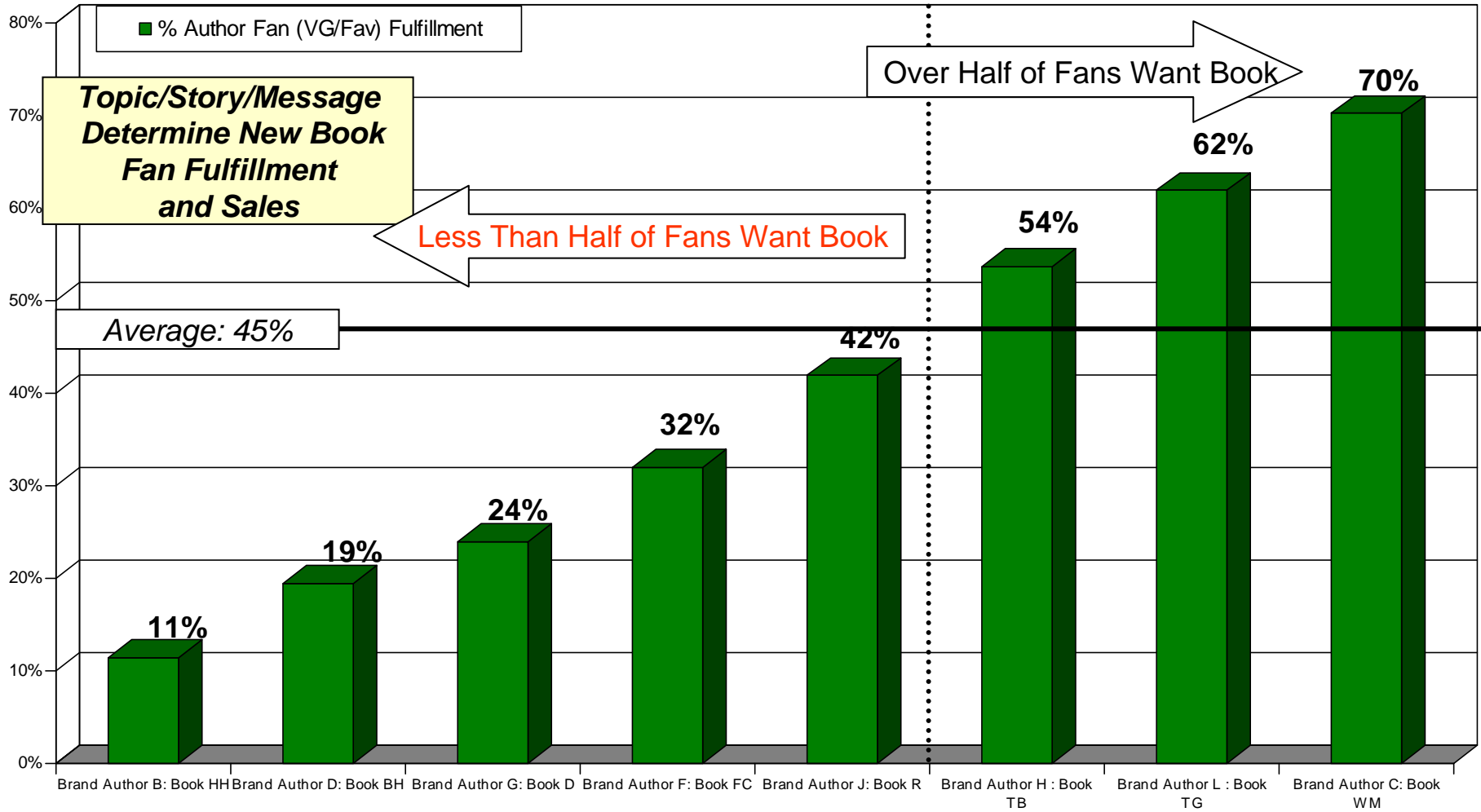
Past month book buyers who claimed Mystery as their #1 TSM category rated challenging plot/puzzle to solve and intriguing subject or topic as most important to a great Mystery read. Special leading characters and uncertainty about what will happen are next.

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- 7 | Book Topic/Message Must Wake Up "Unfamiliar" Book Buyers, Capture Attention!
- 8 | Most Important "Story" Elements: Intriguing Plot, Lead Character, Challenging Puzzle
- 9 | Fan Fulfillment: Must Fulfill Over Half of Current Fans to Drive Loyalty, Recommendations

“Does my favorite author’s new “story” excite me enough to buy it?”

Author Fan Fulfillment: % Author Fans Who Own/Plan to Buy New Book



Fan Fulfillment measures how well a specific 'storyline' connects with its author's loyal fans. While 70% of Author C fans own or will buy his latest Book WM, over 80% of Author D's fans will not buy his latest!

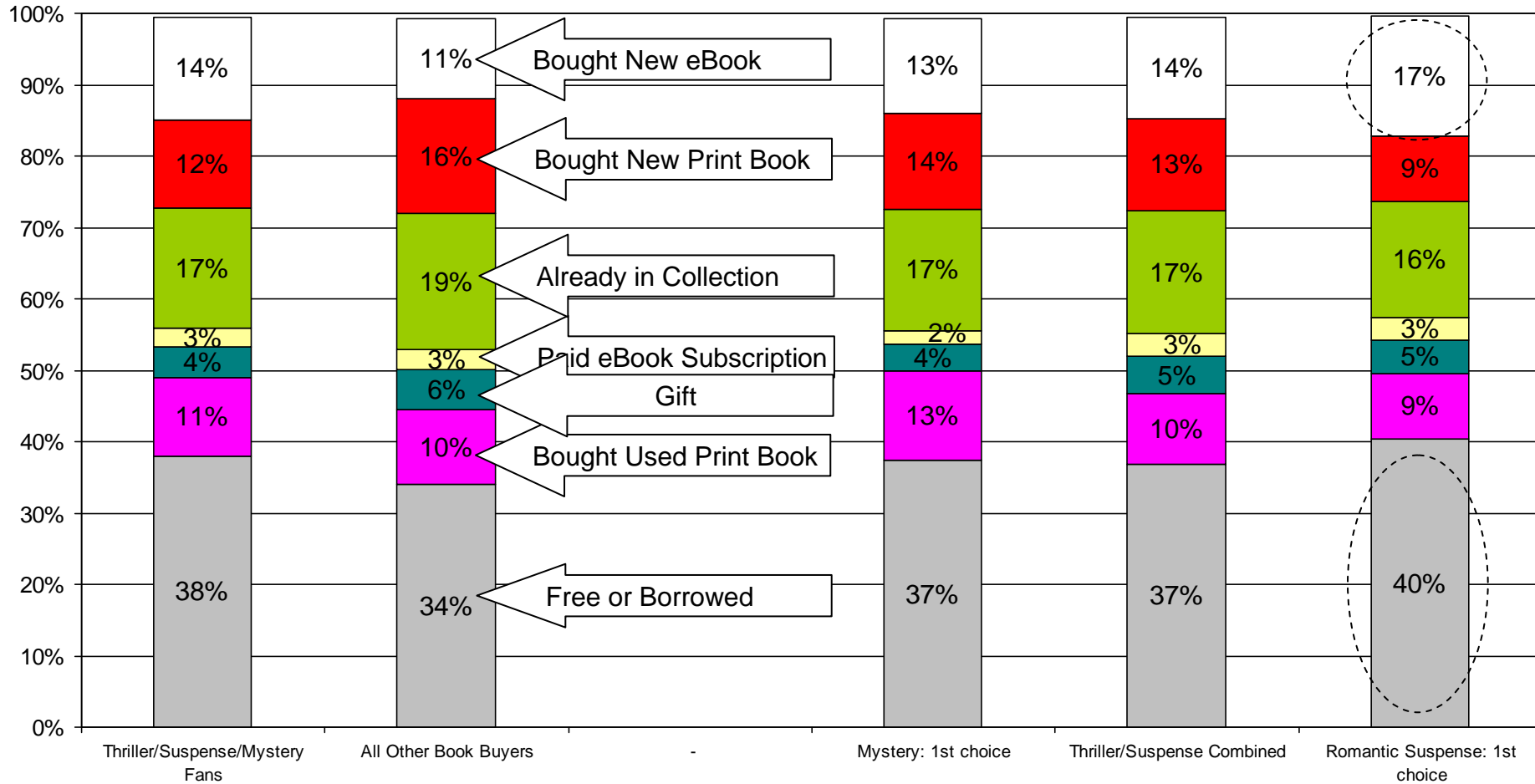
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- 9 | Fan Fulfillment: Must Fulfill Over Half of Current Fans to Drive Loyalty, Recommendations
- 10** | Availability – Invest in Merchandising Inventory: Stores, Libraries, etc.; Member Programs

“Is the book available when, where, how I want it?”

Category Fans vs. All Other Book Buyers : Source of All Books Read Last Month

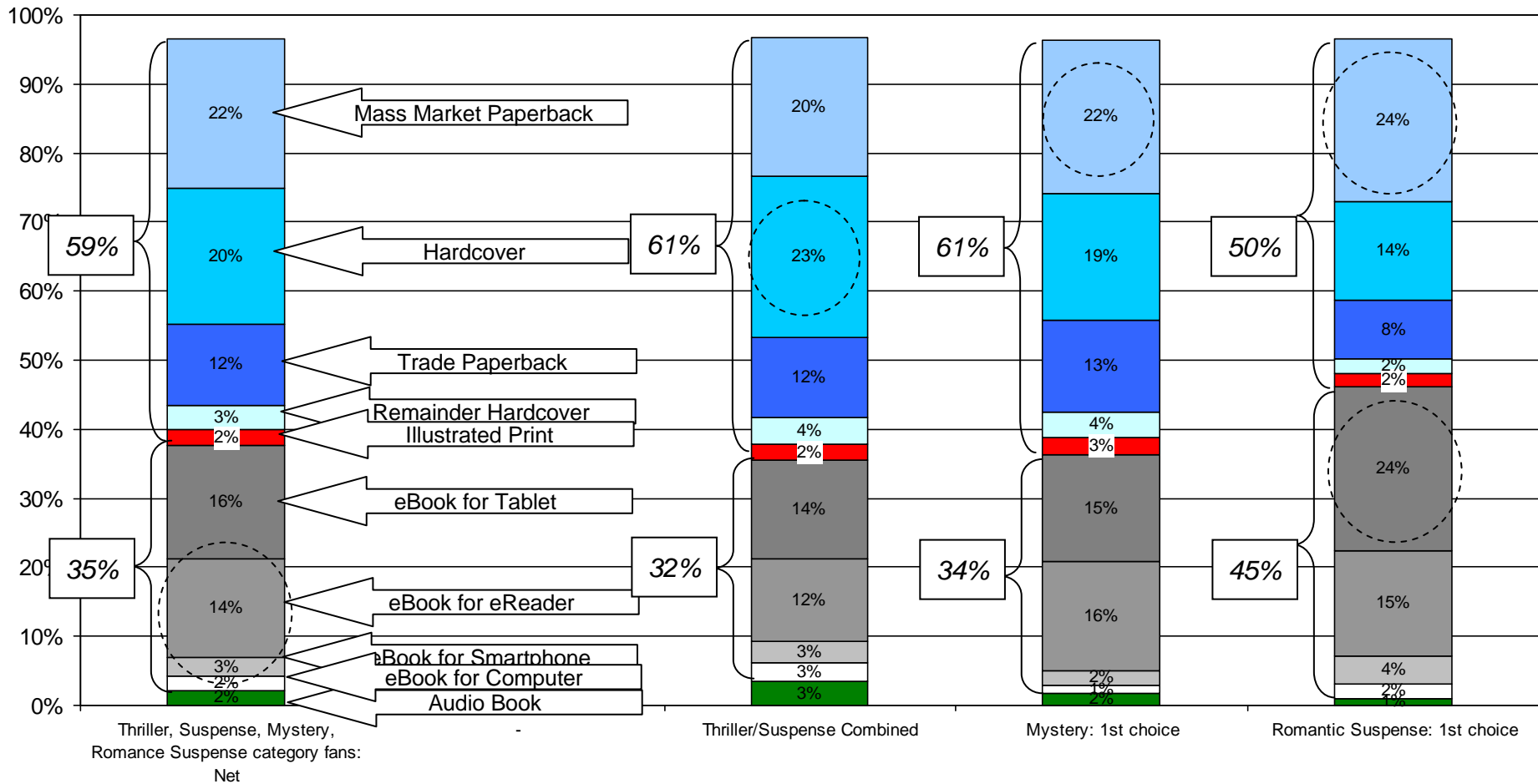
Please tell us how many of the books you READ last month (not related to school, college or work requirements) came from each of the following sources.



38% of all books read last month by Thriller, Suspense or Mystery fans were borrowed or free. Romantic Suspense fans led in eBook purchases, and free/borrowed books read.

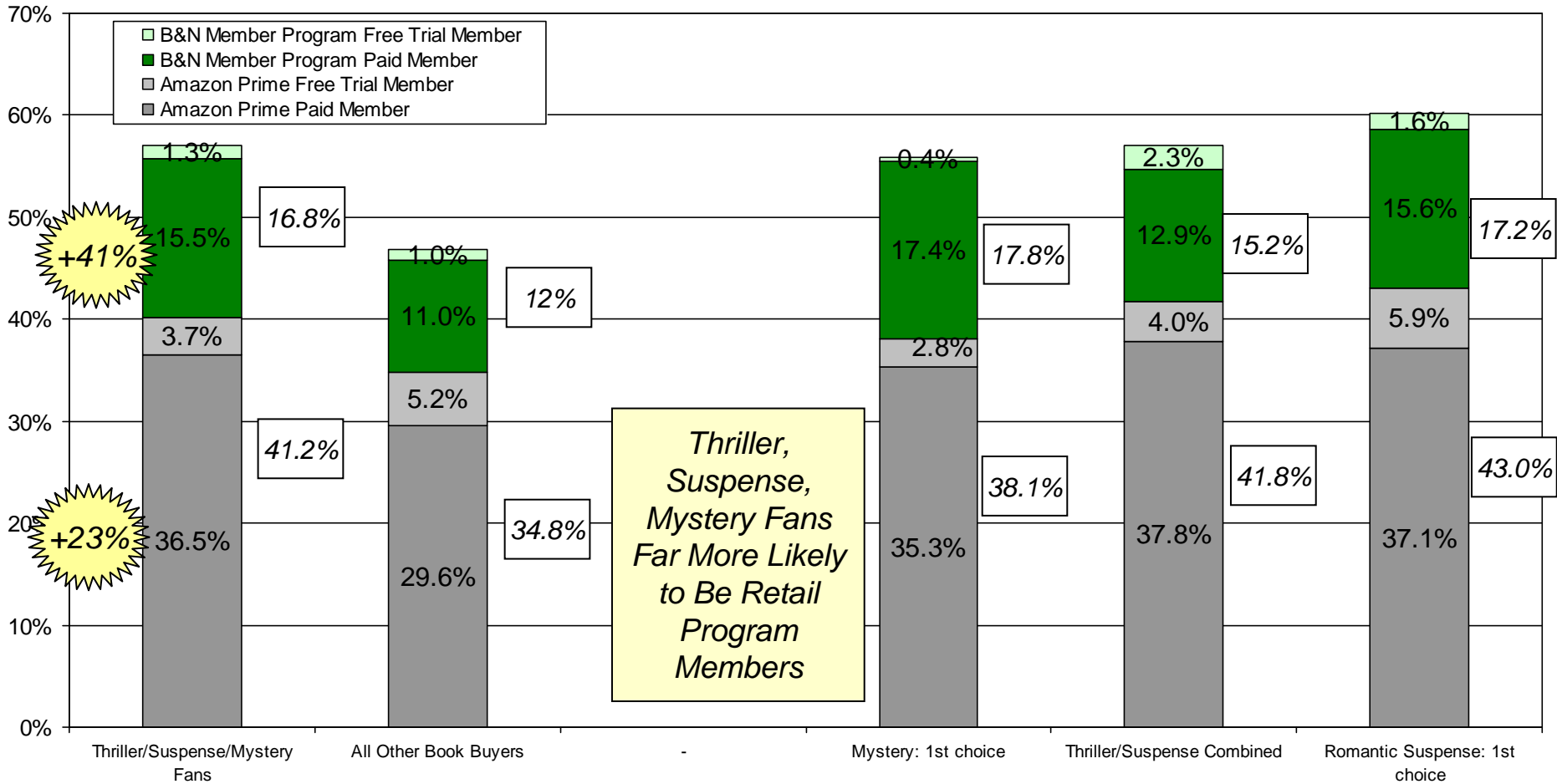
Category Fans: Last Category Book Bought by Unfamiliar Author – Book Format

What format did you purchase [last book bought by unfamiliar author]?



Thriller, Suspense, Mystery and Romantic Suspense fans last book bought written by an unfamiliar author skewed to print format (59%) led by Mass Market paperback overall. Hardcover led with Thriller/Suspense, Mass Market with Mystery and Romantic Suspense, which also led with eBook for Tablet.

Category Fans vs. All Other Book Buyers : Retail Membership: Amazon Prime vs. B&N Membership



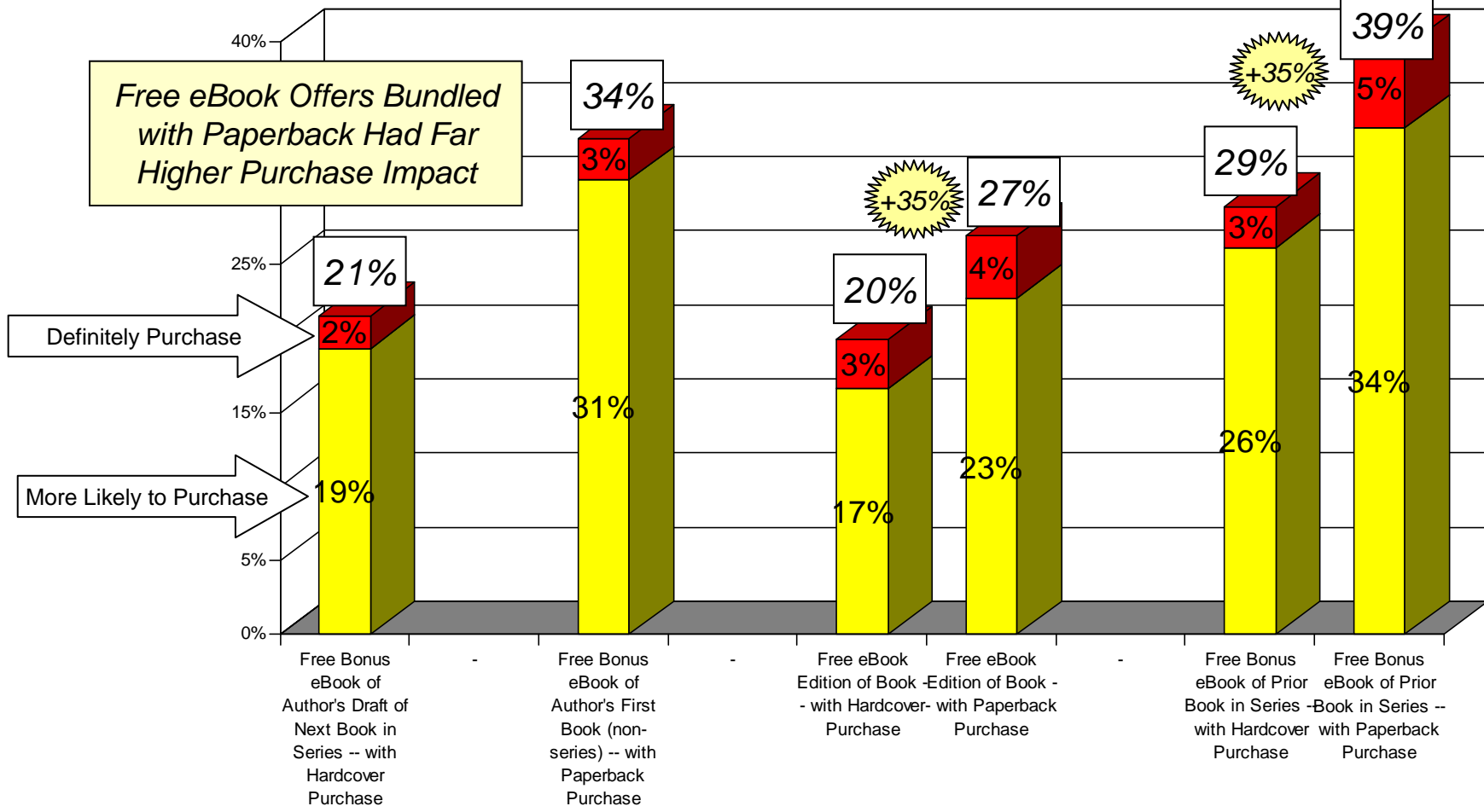
Thriller/Suspense/Mystery category fans are 23% more likely to be paid Amazon Prime Members and 41% more likely to be paid B&N Membership program members, with Romantic Suspense 1st choice fans highest on Prime (43%), and Mystery fans highest on B&N (18%).

Unknown Author Purchase Program

Bundling

Bundled Book Promotions: Purchase Interest Impact

How much would the following offers affect your purchase interest in a new [1st choice category] title from an unknown author you were considering buying?



Among all Mystery, Thriller, Suspense category fans bundling free bonus eBook with print purchase increased likelihood of specific new title purchase, with paperback bundles having 35% greater impact than hardcover. Free eBook of prior book in series had highest impact, less interest in same title in eBook.