

A woman with dark hair in a bun, wearing glasses and a striped scarf, is sitting and reading a book. She is wearing a green long-sleeved shirt and is wrapped in a light-colored blanket. The background shows a window with light-colored curtains.

TAI Confidential

# Tapping the Power of Target Reader Feedback

Optimize your catalog performance by infusing data-driven decision-making into your publishing operation.

Target Audience **INSIGHTS™**

# Between 70%-85% of published titles fail to earn back their advance. **Why?**



Lack of interest among  
target audience



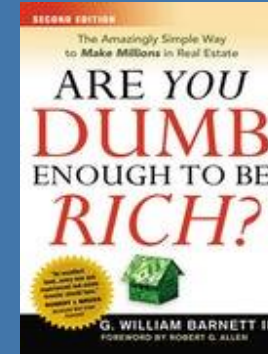
Ineffective book  
hook or description



Publisher overpaid—  
budget set too high



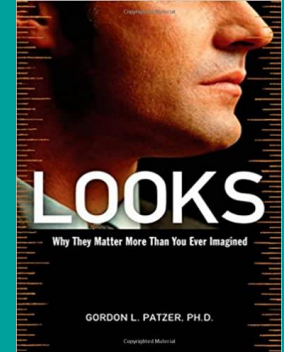
Poor word-of-mouth



Confusing,  
ineffective title



Lack of author  
platform



Confusing,  
ineffective cover



Poor distribution and  
promotion



# Reader feedback can help fix **6 out of 8** of these revenue-killers.

Lack of audience interest in topic

Publisher overpaid—budget set too high

Confusing, ineffective title and/or subtitle

Confusing, ineffective book cover design

Confusing, ineffective book hook and/or description

Poor word-of-mouth

Author has no following—lack of platform

Lack of distribution, promotion, and marketing

Editors and publishing teams can **collaborate with target readers** using timely feedback to guide the development of great books from acquisition to on-sale date. Yet less than **10% of books\*** receive any formal input from their target audiences during their editing and production process.

*The film industry has protected their investments with test audiences for years; why don't book publishers?*



# Why publishers fail to optimize their book investments

Living with a “**low batting average**” publishing portfolio that fails to achieve budget and earn back advances **inhibits revenue and profit growth**.

Yet most publishers **fail to optimize** their books with target reader feedback.



**Why?** Because gathering target reader feedback under deadline can be **difficult, costly, and slow**.

Publishers face **several obstacles** in capturing useful feedback during a book's publishing journey:

- **No access to readers:** Lack of in-house audience panels with enough readers for frequent testing.
- **Too expensive:** 3<sup>rd</sup>-party research vendors are costly and often don't possess publishing expertise.
- **Too slow:** The feedback capture process can fail to fit editorial and production timelines.
- **Not useful:** Feedback isn't presented in credible, clear ways for editors to act upon.

# Introducing Target Audience Insights™

TAI helps publishers optimize their acquisition, editing, production, and marketing decisions through

- rapid
- dependable
- affordable
- qualified

target reader feedback.

TAI helps you develop  
and sell better books!



Target Reader Interest  
Score (TRIS)™

Target Reader Manuscript  
Analysis (TRMA)™

Target Reader Title  
Optimization (TRTO)™

Target Reader Cover  
Optimization (TRCO)™

Target Reader Marketing  
Optimization (TRMO)™



# TAI solutions for book editors, marketers and publishers

## Target Reader Interest Score



Learn which potential book projects generate a higher interest score and intent to purchase *before you commit to acquiring them.*  
**Includes industry benchmarks by genre.**

## Target Reader Manuscript Analysis



Improve each of your books with an independent and unbiased manuscript review from real readers to guide you in addressing weaknesses and amplifying strengths.

## Target Reader Title Optimization



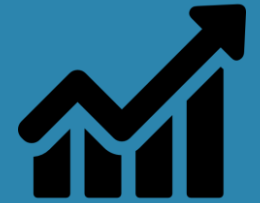
Be confident that your title and sub-title decision resonates with target readers and enhance SEO discoverability ...while making the process more positive and fruitful with authors.

## Target Reader Cover Optimization



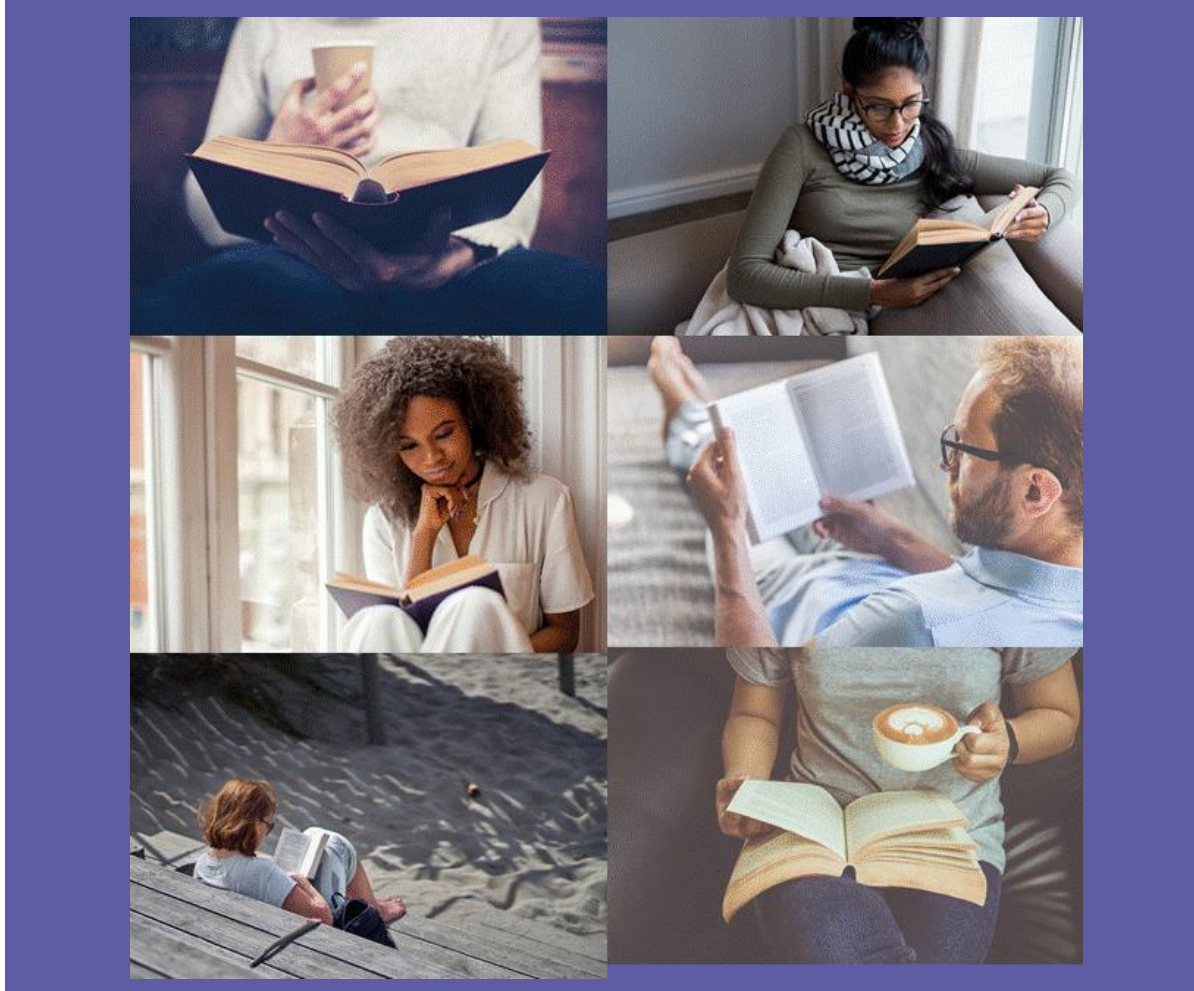
Be confident that your cover design decision captures the eye of target reader and enhances sales conversion potential...while making the process more positive and fruitful with authors.

## Target Reader Marketing Optimization



Allow reader feedback and advanced analysis guide your book keyword and description decisions so that your books are discovered – and purchased – at a higher rate.

# TAI's proprietary, passionate reader database

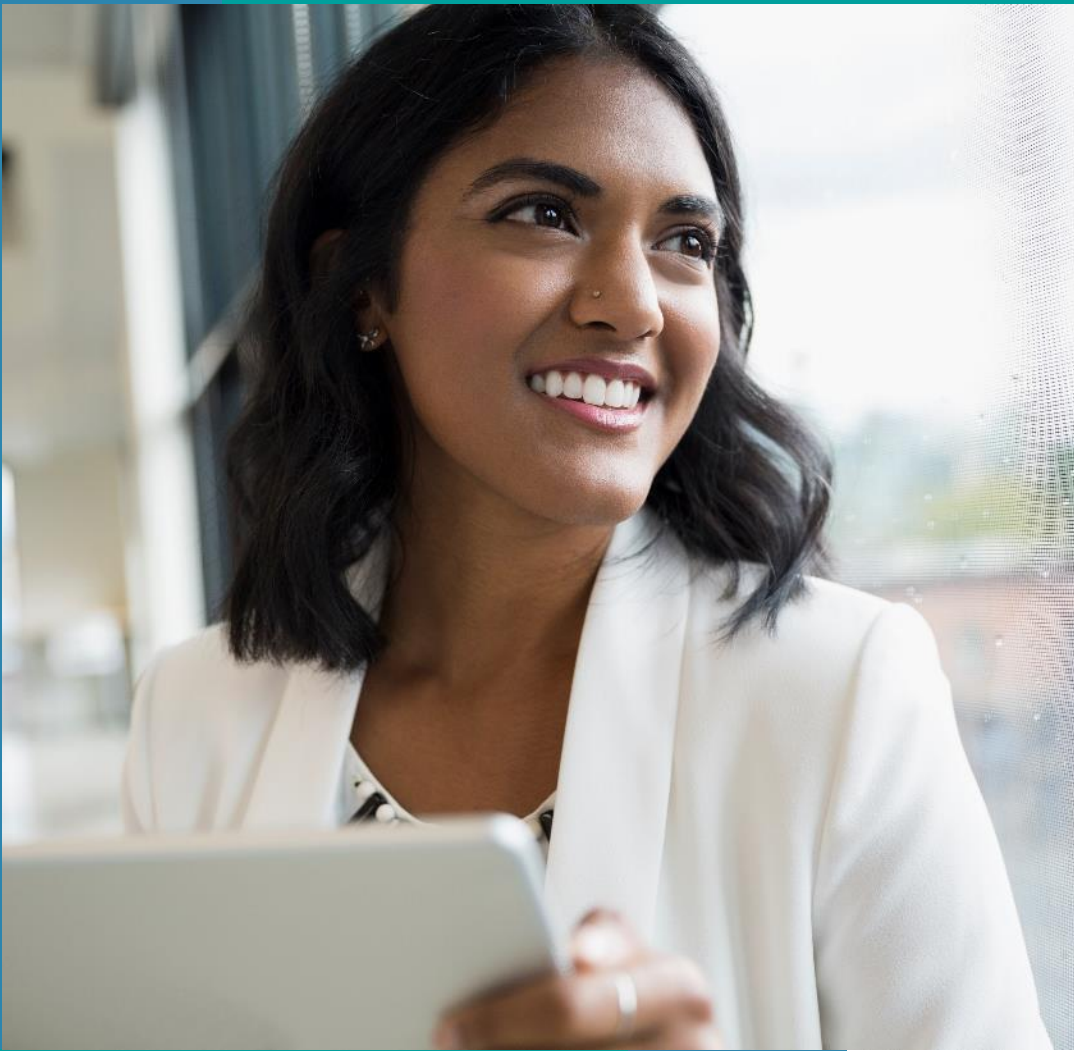


Target readers with passion and active reading behavior in your title's genre are the key to developing powerful optimization research.

TAI has thousands of real-world readers who have signed up for our gamification approach to doing what they love best: reading and giving feedback!

**TAI's First Look Readers™** are:

- Large in numbers, but diverse in demographics and reading interests.
- Real-world target readers—not hired editors.
- Incentivized for timely responses.
- Scored on the quality and completeness of their feedback.
- Managed for identity and reliability; we know who our FLR members are and ensure quality from them.



# Author Collaboration and Satisfaction

Coming to agreement with an author on editorial, title/subtitle, and cover design decisions within tight deadlines is often a challenge. **Over 60% of editors** report this can be a stressful and contentious part of their jobs.\*

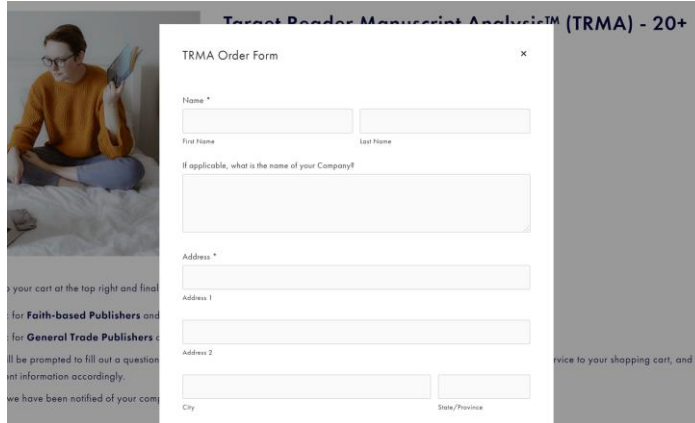
Infusing real-word target reader feedback can act as the **“third voice”** to guide collective decision-making and lead to an optimized choice.

\*TAI editor and publisher survey 2021



# How it works

1



An acquisition editor or other staff member from the publisher uploads

- book concept
- full manuscript
- title/subtitle options
- cover designs

via a **secure online portal** for testing and provides details on the ideal target reader audience.

2

- ✓ Demographic attributes
- ✓ Psychographic attributes
- ✓ Geographic attributes
- ✓ Genre/category reading preferences
- ✓ Other custom filtering available

A TAI client specialist confirms the details and sets up a target reader list from our extensive, profiled, First Look Reader™ community. **TAI guarantees that each respondent is valid and within the requested target.**

Pre-qualified target readers are incentivized to respond in short turnarounds with their detailed and authentic feedback.

3

Target Reader Analytics™ Target Reader Manuscript Analysis

received very positive feedback. First Look Readers™ resonated with the book's core ideas and found its lessons practical, empowering, and well communicated. Additionally, most readers perceived the author as simultaneously approachable and authoritative.

Readers identified a number of key areas that could be improved to make this book even better. Potential action points include: changing the book's title and clarifying its target audience; better integrating core themes, connector metaphors, and big-picture ideas; addressing reader concerns about elitism; and editing the introductory story. These insights and more are fleshed out in detail in the Manuscript Analysis section below.

#### PERCEIVED ELITISM

That said, several readers felt that the author at times came across as pretentious, arrogant, or elitist. Some felt that the author was "name dropping" in his stories, trying to show off his influential connections and network. Others felt alienated by the use of Latin phrases or examples highlighting the accomplishments of Harvard Business School graduates.

TAI analysts organize the feedback, apply a proprietary analytical review, and deliver a **detailed, easy-to-follow report** to the publisher with recommendations on how to best understand and apply the feedback.

In 1-4 weeks\*, you have answers that can answer you need to publish the best possible book!

# Wisdom on the pursuit of feedback



“When I’m receiving feedback...I say to myself, ‘I’m brave enough to listen.’”

— *Brené Brown*



“Criticism may not be agreeable, but it is necessary...It calls attention to an unhealthy state of things.”

— *Winston Churchill*



“Feedback is a listening system”

— *John Doerr*



“There is no failure, only feedback.”

- *Oprah*



# Let's get started!

[targetaudienceinsights.com](https://targetaudienceinsights.com)