



10 Things We Learned
Releasing 30 Books in
One Year



Golden Rule of Book Marketing

The story sells the book





Knowing the Audience Average JAFF Reader

- 96% female
- Largest age group: 27-54
- >80% have a college degree (bachelors in US)
- >60% identify with an organized religion

Data from a study of 5000 Austen/JAFF enthusiasts and our marketing data





How Big is the Pool?

- Book downloads 15,000-20,000
- AHA has 10,000 members, DarcyandLizzy has 5000
- Facebook data has 36,000 member audience

The audience is big!

This data is a best guess from Book Report and factual reports from Facebook





JAFF Readers Read a LOT!

Average JAFF reader reads
4.7 books/week
60-70 books released each month

What does this mean for our books?





Standards & Expectations

- Readers know more about Regency England
- Bad editing isn't acceptable
- Novel-length sweet spot ~ 90-120K





TROPES

- D&E reign supreme in terms of what people read about
- People love FMS
- Magic/fantasy have been our toughest sells as well as Elizabeth with someone other than Darcy





Going Outside the Comfort Zone

- Does non-P&P JAFF sell?
- Should you follow your muse even if it doesn't sell?
- Can people be persuaded to read outside their preferences?





Subscriptions in JAFF

- Kindle Unlimited
- Audible vs. Findaway





Marketing Strategies

- Newsletters
- Preferred social media
- Contests & prizes

