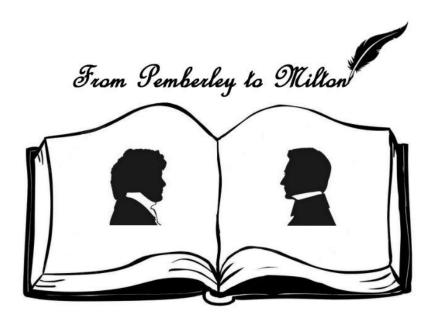


JAFF READER/WRITER GET TOGETHER 2022

RITA DEODATO & L.L. DIAMOND



From Pemberley to Milton Rita Deodato



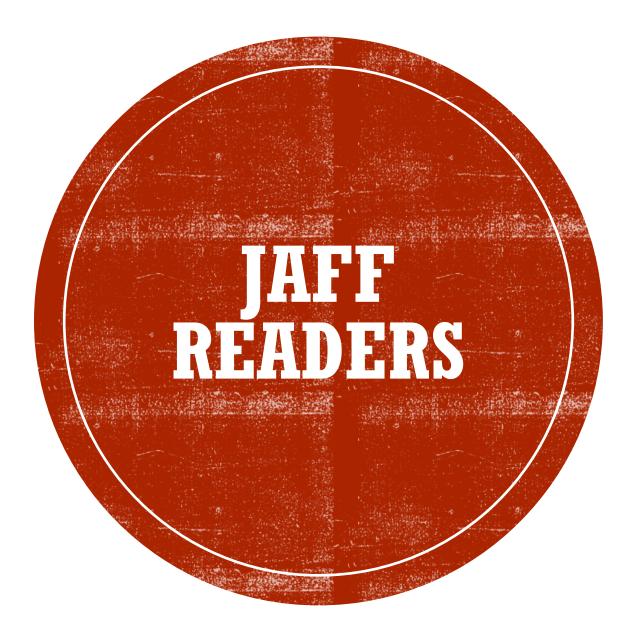
https://frompemberleytomilton.wordpress.com/

L.L. Diamond

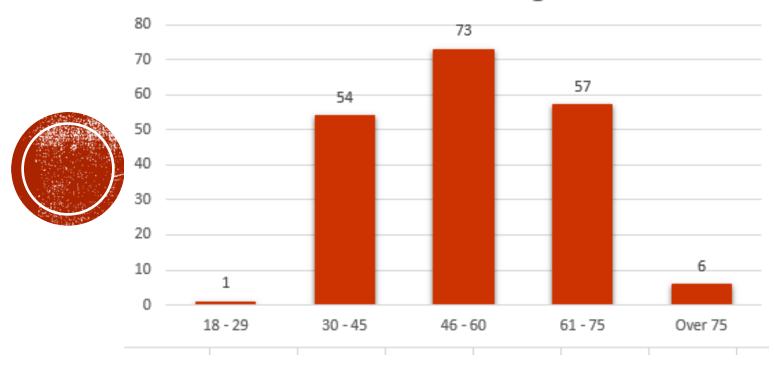


https://lldiamondwrites.com





Readers Age



73%

AMERICANS

PROFILE

Have readers tastes changed?

Yes

56%

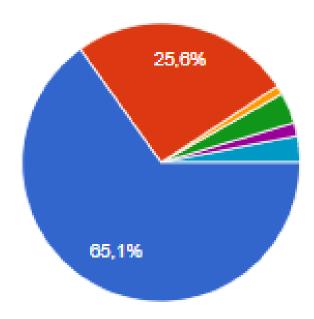
No

42%

A BIT OF HISTORY

- Old Friends and new Fancies Sybil Brinton 1913
- Big Boom in the 90's
- 604 published books in 2021

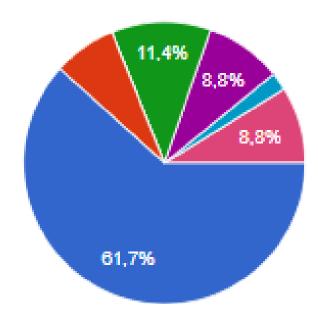




- Variations
- Sequels
- Prequels
- Modernizations
- Secondary Characters
- Different Pov

FAVORITE GENRES WHEN READERS DISCOVERED JAFF





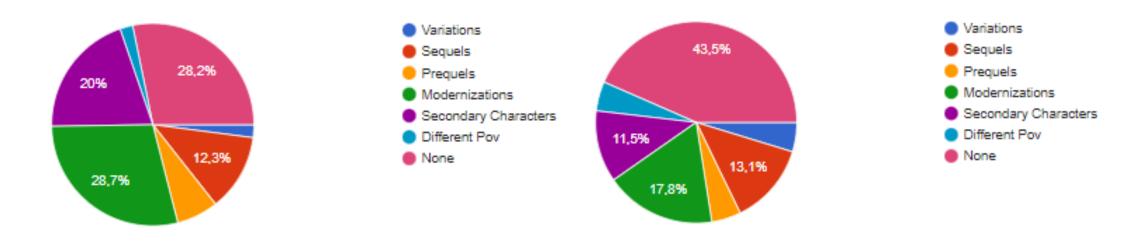
- Variations
- Sequels
- Prequels
- Modernizations
- Secondary Characters
- Different Pov
- Fantasy

READERS CURRENT FAVORITE GENRES



Dislike

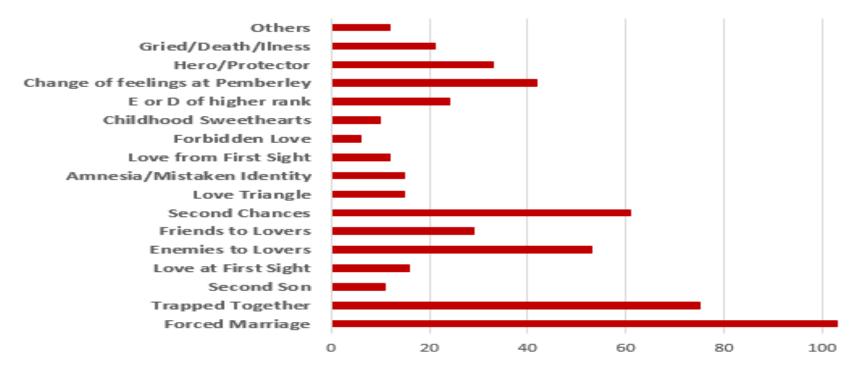
Tired of







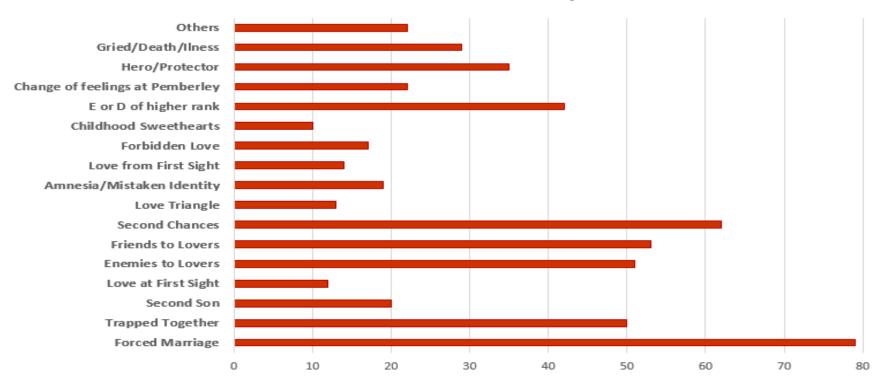
Favorite Tropes - Back in the day



FAVORITE TROPES WHEN READERS DISCOVERED JAFF



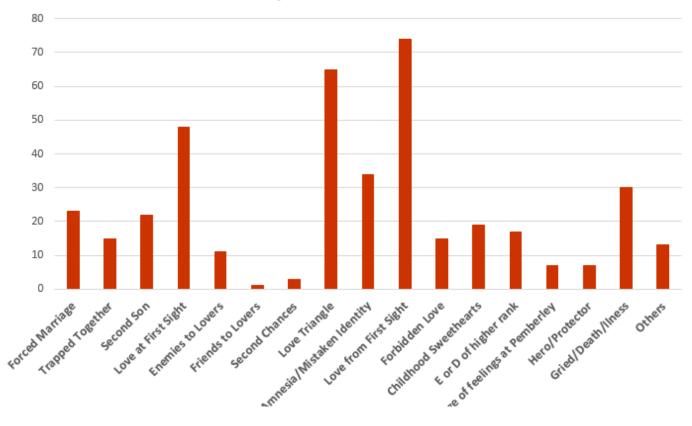
Current Favorite Tropes



READERS CURRENT FAVORITE TROPES



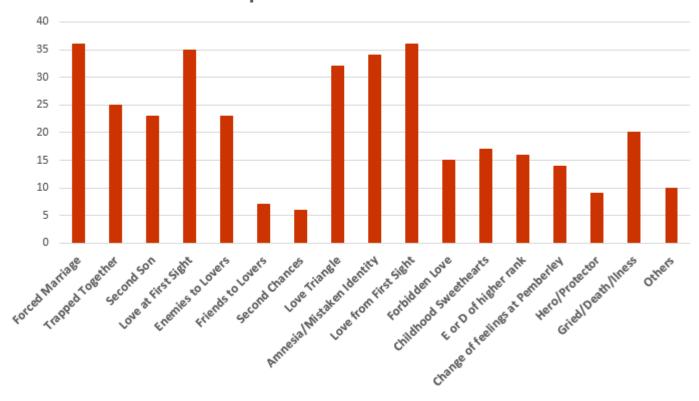
Tropes Readers Dislike



WHAT TO AVOID



Tropes Readers are Tired of



WHAT TO AVOID

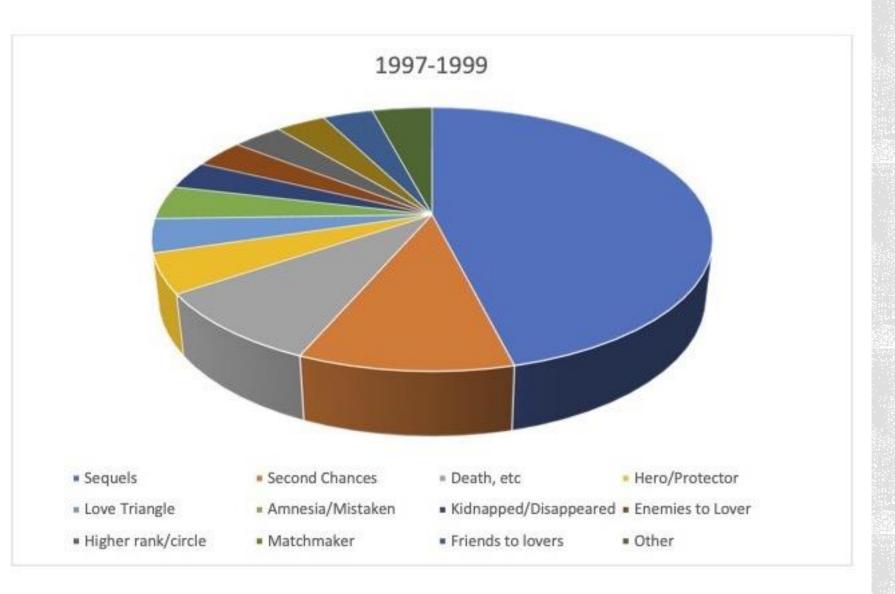






JAFF INDEX

- What was and wasn't counted?
- Any story over 10K words with an established trope listed in JAFFindex
 - Has limits to accuracy since stories deleted from websites over time
- No canon retellings
- No Austen-inspired original work
- Strictly JA's characters whether in a modern/Regency/other era story
- Stories with multiple tropes were counted for each trope existing within that story



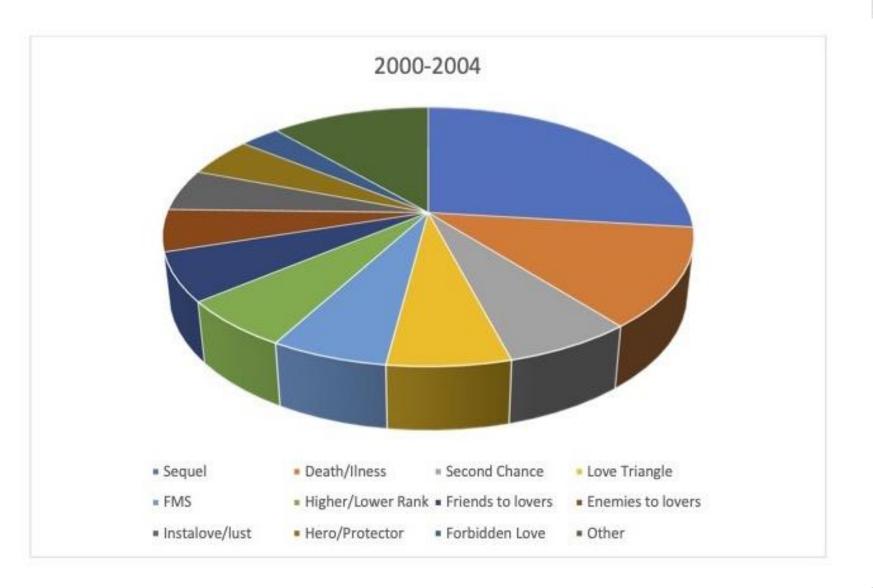
1997-1999

Total tropes = 141

Other includes:

D or E of a higher/lower rank – 4
Matchmaker/Blind Date – 4
Friends to lovers – 4
FMS/Arranged Marriage/Eco
reasons – 1
Bet – 1
Instant love/ lust – 1
Earlier resolution – 1
Forbidden /Impossible Love – 1
Trapped/Stranded together – 1





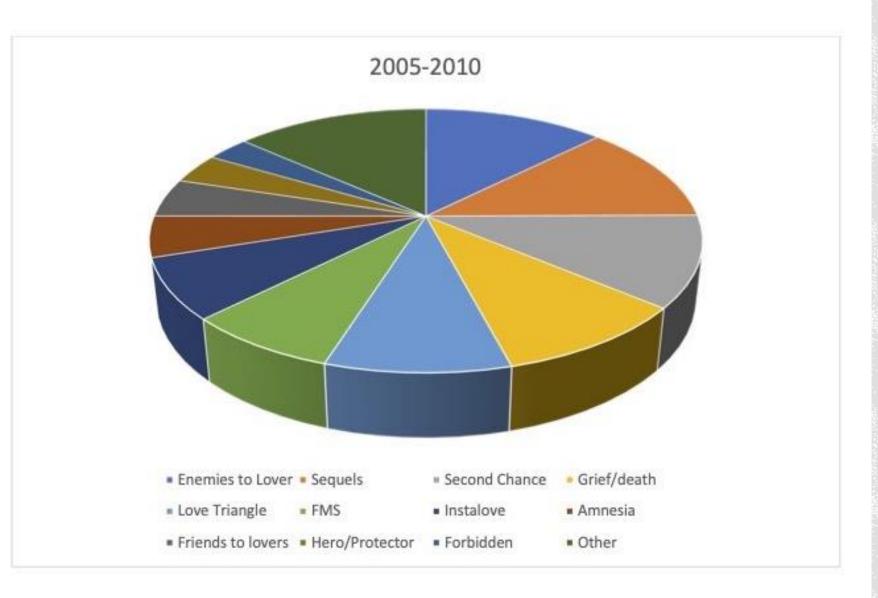
2000-2004

Total tropes = 381

Other includes:

Instalove/lust – 20
Hero/protector – 19
Forbidden/impossible love – 11
Matchmaker/Blind date – 11
Kidnapping/Disappearance – 9
Childhood sweethearts – 9
Amnesia/Mistaken Identity 8–
Trapped/Stranded together – 5
Earlier resolution – 1
Bet – 1





2005-2010

Total tropes = 459

Other includes:

Friends to lovers – 22

Hero/protector - 17

Forbidden/Impossible Love - 14

Trapped/Stranded together – 12

D or E of a higher/lower

rank/circle - 11

Childhood sweethearts - 7

Crush - 7

Meet Cute - 6

Earlier Resolution-5

Opposites attract – 4

Matchmaker/blind date - 4

Kidnapped 3

Second son – 2

Bet - 1



2011-2015 Death/Illness = Sequel = FMS Second Chance Amnesia/Mistaken Identity Love Triangle · Enemies to lovers Instalove/Lust Hero/Protector Friends to lovers Forbidden ■ Other

2011-2015

Total tropes = 570

Other includes:

Friends to lovers – 22

Forbidden Love – 19

Kidnapped/Lost - 18

D/E of a higher/lower rank - 15

Childhood sweethearts - 11

Trapped/Stranded together - 9

Matchmaker/blind date - 9

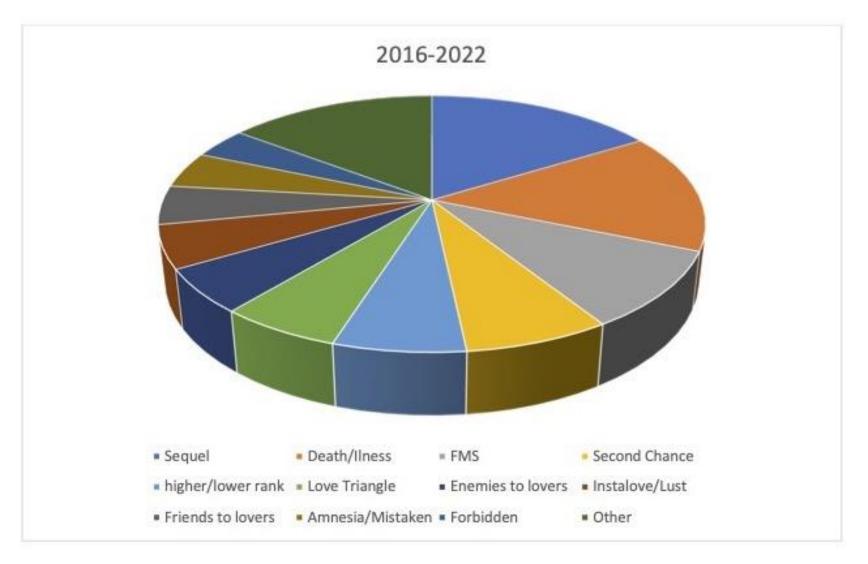
Earlier resolution – 13

Opposites attract – 4

Meet Cute - 6

Bet - 2



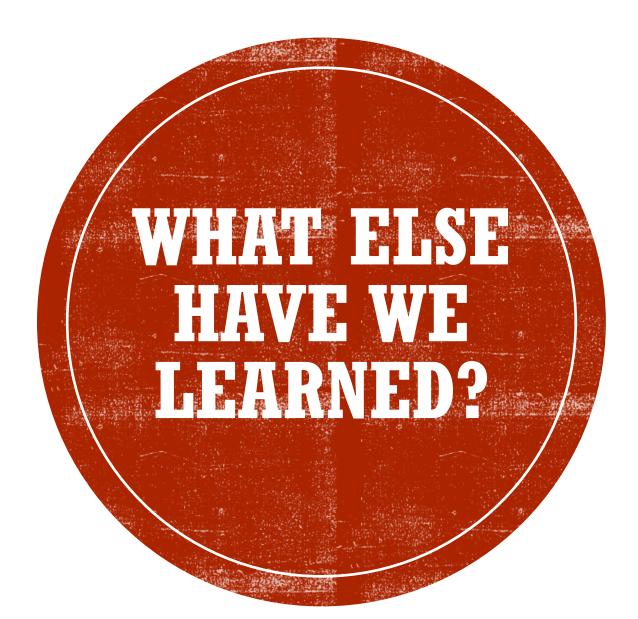


Total tropes = 1450

Other includes:

Friends to Lovers-71
Amnesia/Mistaken Identity - 67
Forbidden/impossible love - 54
Kidnapping/Disappearance - 54
Hero/Protector - 54
Matchmaker/Blind Date - 11
Earlier resolution - 21
Trapped/Stranded together - 19
Bet - 6
Meet Cute - 4
Second Son - 1





JAFF READERS ARE LOYAL AND THERE IS STILL A HUGE AUDIENCE IN THIS MARKET.

