

## **Audience Builder**

**What are the names of every city I've ever lived or worked in?**

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**What are my alma maters?**

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**Where is my book set?**

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**\*Where do people who buy my genre hang out?**

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**\*What is my character's profession?**

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**\*What are the top three issues covered in my book?**

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**What groups do I belong to?**

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**\*What distributor best serves the groups who will buy my book?**

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**When can I hold author events that will tie into dates in the book?**

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**\*Who are three people who could influence others to buy my book?**

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**\*answer the question and discuss before proceeding to next question**