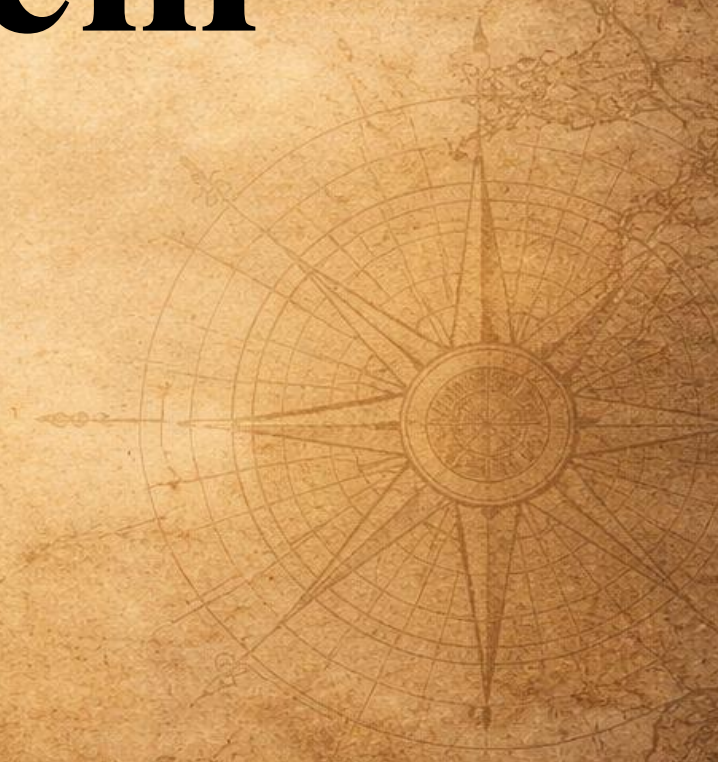


*BOOKDISCOVERYNETWORK.COM* Presents:

# The Reader Discovery & Revenue System

*For Authors*

*Especially Designed for First-Time Authors!*





# PHASE 1: DISCOVERY FOUNDATION

**Build Visibility Before You Promote**

## WHAT PHASE 1 DOES (IN PLAIN ENGLISH)

Phase 1 ensures your book can be **found and recognized** by the right readers *before* you spend money on ads or promotion.

Most books fail because:

- Readers don't see them
- Algorithms don't understand them
- The positioning is unclear

Phase 1 fixes that.

This phase focuses on:

- Reader alignment
- Clear genre signaling
- Search and browse visibility
- Foundational discovery signals

You should complete **Phase 1 fully** before moving on.

## WHO PHASE 1 IS FOR

Phase 1 is required if you are:

- A first-time author
- A published author with low visibility
- Relaunching a book that didn't gain traction
- Unsure why ads or promotions haven't worked

No technical or marketing background is required.

## WHAT YOU NEED BEFORE STARTING

### Required

- Your book title (working title is fine)
- Genre and subgenre
- An Amazon book page (published or pre-order)



- A Google account

### **Optional (Helpful)**

- Goodreads account
- Social accounts (TikTok, Instagram, X, etc.)

## **STEP 1: DEFINE YOUR IDEAL READER**

*(Do not skip this step)*

### **What You're Doing**

You are identifying **who this book is truly for**.

Answer the following in one or two sentences:

#### **1. Who is this book for?**

"This book is for readers who \_\_\_\_\_."

#### **2. What emotional result do they want from this book?**

- ☐ Escape
- ☐ Comfort
- ☐ Knowledge
- ☐ Inspiration
- ☐ Adventure
- ☐ Validation

#### **3. What frustrates them about similar books?**

Your book must solve *one clear reader need*.

## **STEP 2: OBSERVE HOW READERS SEARCH (GOOGLE)**

### **Purpose**

You are collecting **real reader language**, not guessing.

### **Where to Go**



- Google.com

### What to Search (Copy/Paste)

books like [popular book similar to yours]  
best [your genre] books  
recommended [your genre] novels

### What to Collect

Copy into a document:

- Search suggestions
- Blog post titles
- List headlines
- Repeated phrases

⚠ Do not summarize. Do not interpret.  
Just collect.

This is how readers describe what they want.

## STEP 3: ANALYZE DISCOVERY SIGNALS (CHATGPT)

Paste your collected Google phrases into ChatGPT and run this prompt:

Here are real phrases readers use to find books:  
[PASTE YOUR LIST]

Analyze what readers are looking for, what language signals relevance,  
and what makes a book recognizable to them.

Save the output. This becomes your **Discovery Positioning Notes**.

## STEP 4: POSITION YOUR BOOK FOR DISCOVERY

Answer the following:

### 1. Comparable Books (at least 3)

List books your reader already enjoys.



## Book Why Readers Like It

### 2. Recognition Statement

Complete this sentence:

“If you like \_\_\_\_\_, this book will feel familiar because \_\_\_\_\_.”

### 3. Discovery Difference

“Unlike most books in this genre, this one focuses on \_\_\_\_\_.”

This is not a sales pitch.  
It's a **recognition shortcut**.

## STEP 5: OPTIMIZE TITLE & BLURB FOR DISCOVERY

### Title Check

Your title must instantly signal:

- ☐ Genre
- ☐ Tone
- ☐ Reader expectation

If it doesn't, revise for clarity, not cleverness.

### Blurb Opening (Most Important Part)

Review only the **first 3 lines** of your description.

Ask:

- Is the genre obvious?
- Is the reader promise clear?
- Does this feel relevant immediately?

If not, rewrite only the opening.

Do **not** rewrite the full blurb yet.



## STEP 6: AMAZON DISCOVERY SETUP

### Categories

Choose **specific** categories where your reader browses.

Avoid broad categories early.

### Keywords

Create three keyword groups:

**Core Genre Keywords**

**Trope / Theme Keywords**

**Emotion / Problem Keywords**

Use only highly relevant phrases.

Precision > volume.

## STEP 7: INITIAL DISCOVERY SIGNALS

### Optional but Recommended

- Claim Goodreads author profile
- Add your book to relevant shelves
- Post discovery-style social content (no links)

Examples:

- “Books for readers who love \_\_\_\_\_”
- “If you like \_\_\_\_\_, this story will feel familiar”
- “Why it’s hard to find books like this”

Do **not** sell yet.

## STEP 8: CHECK IF PHASE 1 IS WORKING

Check results weekly for 2–4 weeks.

### What to Look For



- Amazon impressions increasing
- Category rank movement (even small)
- Goodreads adds or activity
- Social saves, comments, or profile visits

Sales are **not required yet**.

## **IF RESULTS ARE WEAK**

- Low impressions → title or category issue
- High impressions, low clicks → blurb opening issue
- Confusion → reader alignment issue

Fix clarity before moving on.

## **WHEN YOU ARE DONE WITH PHASE 1**

You are ready to proceed only if:

- ☐ Visibility signals improved
- ☐ Positioning feels clear
- ☐ Reader recognition is strong

Then (and only then) move to:

### **Phase 2: Discovery Acceleration**

## **BOOKDISCOVERYNETWORK.COM POSITIONING NOTE**

Book Discovery Network focuses on:

- Visibility before promotion
- Reader recognition before ads
- Infrastructure before tactics

This phase is the foundation everything else depends on.