

Checklist: Finding the Right Genre for Your Book

Use this checklist to identify the right genre for your book, better understand your target audience, and market your book strategically. Check off what is already in place—and discover where you can improve further.

1. Your Personal Genre Foundation

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>I know which stories, themes, and characters inspire me the most.</i>		
<i>I have analyzed which genres I personally enjoy reading or watching.</i>		
<i>I can explain why this genre motivates me in the long term.</i>		
<i>I understand the core themes and values of my book.</i>		
<i>I know which mood or emotions my story should convey.</i>		
<i>I have checked whether this genre truly fits my interests and strengths.</i>		

2. Understanding Genre & Subgenre

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>I know the main genre of my book.</i>		
<i>I have researched suitable subgenres or genre blends.</i>		
<i>I understand the common tropes, expectations, and conventions of my genre.</i>		
<i>I know what readers typically expect from this genre.</i>		
<i>I can clearly assign my book to one main genre—even if it mixes genres.</i>		
<i>I understand the difference between genre, subgenre, and tropes.</i>		

3. Analyzing the Market & Trends

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>I have analyzed current bestsellers and successful books in my genre.</i>		
<i>I follow trends on platforms such as BookTok, Bookstagram, or Amazon.</i>		
<i>I know comparable titles and authors.</i>		
<i>I have researched which themes or subgenres are currently popular.</i>		
<i>I use trends as inspiration without blindly following them.</i>		
<i>I can explain what makes my book different from similar titles.</i>		

4. Target Audience & Reader Expectations

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>I know who my target audience is.</i>		
<i>I understand my readers' age group, interests, and reading habits.</i>		
<i>I have analyzed the expectations my audience has for the genre.</i>		
<i>I know which genre-specific elements readers expect.</i>		
<i>I can explain why my book appeals to this particular audience.</i>		
<i>I already consider genre and audience expectations while writing and revising.</i>		



5. Making the Genre Visible

Question	Yes []	No []
<i>My cover clearly communicates the genre and mood at first glance.</i>		
<i>My title and subtitle fit both the genre and the target audience.</i>		
<i>My blurb reflects the tone of the book.</i>		
<i>I have researched suitable keywords and hashtags.</i>		
<i>My metadata supports the discoverability of my book.</i>		
<i>I ensure that my book can be categorized correctly online and in bookstores.</i>		

6. Marketing & Positioning

Question	Yes []	No []
<i>I know which platforms my target audience uses most.</i>		
<i>I already have ideas for marketing activities and content formats.</i>		
<i>I think about pre-launch marketing, launch strategy, and long-term visibility.</i>		
<i>I have researched bloggers, influencers, or communities relevant to my genre.</i>		
<i>I am building an authentic author brand.</i>		
<i>I focus on long-term growth rather than short-lived trends or hype.</i>		

7. Your Book as a Whole

Question	Yes []	No []
<i>I can describe my book clearly in one sentence.</i>		
<i>I know the emotional core of my story.</i>		
<i>I know which feeling my book should leave readers with.</i>		
<i>I can explain why readers should choose this particular book.</i>		
<i>I feel that my genre, target audience, and marketing strategy fit together.</i>		

Evaluation

- **Many “yes” answers across most sections** → *Your genre, audience, and marketing strategy are already clearly defined. You have built a strong foundation for successful self-publishing.*
- **Some “no” answers in idea and genre sections, but fewer in audience or marketing** → *Your creative foundation is solid, but your positioning and visibility still need more structure.*
- **Many “no” answers across multiple sections** → *Your book is not clearly positioned yet. Take more time to analyze your genre, audience, and market before moving forward.*

Final Thought

The right genre helps readers discover your book—but authenticity is what makes them stay. Use genre conventions as guidance, not limitations, and find the balance between market awareness and your own unique voice.







For more in-depth tips, see the related **magazine article**:
> [How to Find Your Book Genre and Market It Successfully](#)

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