WRITING IN

multiple genres

WORKSHEET
Use the post “Thinking About Writing in Multiple Genres? Here’s What You Need to Know” as well as the questions and prompts on the next few pages to help you determine if writing in multiple genres is the right path for you.

1. What are your goals and objectives for your writing career? (Fame and fortune? Bestseller status? The respect of your peers? To start a movement? To connect deeply with your readers? A liveable income?)

2. What genre(s) do you wish to write in and what are your reason’s for choosing to do so? (Write what you know? To master a genre? OR To push your limits? To avoid being pigeon-holed? Is it what's selling or what agents and publishers are looking for? Just experimenting?)

3. Do you already have an established fan base in one genre? If so, how likely are they to follow you to a new genre? (Loyal, avid fans that follow the writing or must you win them over like a new reader each time?)
4. Where do you fall on the spectrum between business and art? (Smart commercial move or write what you please? Do you focus more on the *creation* or the *experience* of your work?)

5. Is your current brand based on genre or is it based on you? (Your voice, your style, who you are and the work that only you can create? Does it arouse a positive, emotional experience for your targeted readership?)

6. Do you have the time, ability, energy and resources to *excel* in multiple genres? (Understanding and satisfying the needs of multiple audiences? Marketing and promoting to multiple audiences?)
# Writing in Multiple Genres

## Diversify

### Pros
- Freedom of creative expression
- Allows for experimentation
- Learn from multiple genres; push/refine your abilities
- Unlikely to be pigeon-holed
- ______________________
- ______________________

### Cons
- More work/cost to market and promote
- No momentum
- Difficult to find agent/publisher support
- Possible “Jack-of-all-trades-master-of-none”
- Readers won’t know what to expect (new audience with each book)

## Specialize

### Pros
- Focused effort leads to increased momentum
- More efficient and targeted audience building and promotion (larger readership, faster)
- Strengthen skills in genre
- Traditional or Indie-pub route
- Increased book sales

### Cons
- Limit creative expression
- May be more difficult to diversify later; pigeon-holed
- ______________________
- ______________________
- ______________________
- ______________________
One-On-One Consulting with Kimberley Grabas

Ready to boost interaction with your growing fanbase, tell your brand story, and make it much easier for readers to like, share and respond to your work?

I have limited spots available for targeted, one hour consulting sessions to:

- clarify your unique vision, voice and message so that you can easily articulate who you are – and what you have to offer – to your readers.

- identify and attract your ideal readers, so that you can engage meaningfully with the "right" community for your work.

- create a visual brand identity + style guide, to save time, communicate ideas that get remembered, and convey your "essence" as an author.

- tailor your "online assets" (website/blog, social media, etc.), as well as what you share, to build momentum and interest.

- brand for multiple genres, develop a content strategy, and create meaningful experiences that resonate with your readers.

Because spots are limited, and to ensure that I’m able to help those who need it most, consulting sessions are by application only. Ready to get started? You can click the button below to apply.

YES! LET’S GET STARTED