

Say It Like a Pro: How to Talk About Your Book

WORKSHEET #2

PLACEMENT WORDS & CONCEPT WORDS

PLACEMENT WORDS: help categorize your story. They have a strong relationship to genre and should include the names of subgenres. They help a reader/listener to mentally “place” your story in a group or category that’s familiar.

CONCEPT WORDS: pertain to the concepts in your story. They reflect the topics and flavor of your story and give an indication of what your book is about.

EXAMPLES – PLACEMENT WORDS

- Urban fantasy
- Cozy mystery
- Battle-hardened marine
- Coming-of-age tale
- A Southern voice
- State-of-the-art technology
- Poetic or lyrical
- A "politically corrected" fairy tale
- Steampunk

EXAMPLES – CONCEPT WORDS

- Native American mythology
- Extortion
- Ancient magic
- Journey of enlightenment
- Near-death experience
- Time travel
- Reincarnation
- Sibling rivalry
- Betrayal

PLACEMENT WORD BRAINSTORMING

CONCEPT WORD BRAINSTORMING
