

lemon friday

# Social media magic

12 fantasy writer archetypes  
to attract your ideal readers

- with lara ferrari



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The aim of today...

Learn to create online content that helps promote your book

... in ways that align with your personality, style, interests & passions

... so you can attract the \*right\* readers



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Why is knowing your 'fantasy writer archetype' helpful?

Because it's really hard to know what to post online, as a writer!

Promoting a \*book\* is very different to other products



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COMING UP...

1. How to identify your own 'special sauce'
2. How to use that knowledge to attract the right readers
  - ... start conversations
  - ... get engagement
  - ... build relationships
  - ... get more sales
3. Q&A – a chance to answer specific questions



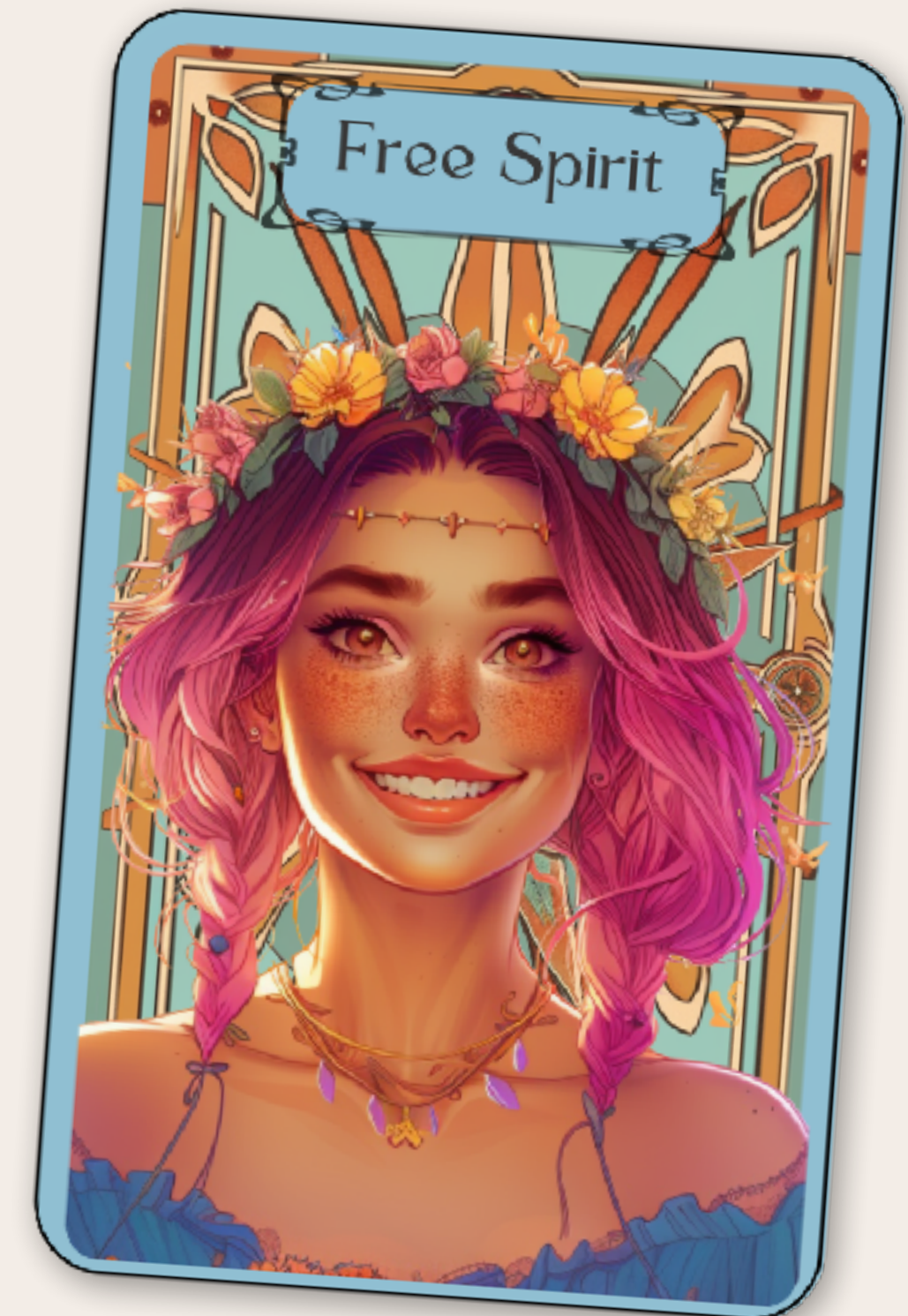
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Here's the thing...

Most authors do have to do at least some of their own marketing

But it doesn't have to be complicated.

Authors who build **RELATIONSHIPS** with readers on social media have a much better chance of getting their books in front of a larger audience – which obviously leads to more sales



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People hearing about your book is just step one

Your readers don't want to be sold to...  
They want to be 'charmed'!

How?

Show yourself to be someone who shares the same interests and values. Someone they can relate to. Someone they'd want to be friends with.



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You need a way to build the kind of relationships that will help sell your book – in natural, comfortable and even fun ways!

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Two main problems authors struggle with on Instagram:

1. The majority of social media advice has been created for businesses... not authors
2. What works for another author won't necessarily work for you



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That's where the 12 romance writer archetypes come in...

1. This advice is designed specifically for fantasy writers
2. It is highly personalized, with specific strategies based on your areas of interest and your zones of comfort



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Hi! I'm Lara Ferrari

Founder of Lemon Friday @lemon.friday

Book lover

Part-time writer

Full-time supporter of author dreams

**Author marketing specialist**

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I create 'caption kits' for writers on Instagram

Each kit has 150 caption prompts and templates for writers

They are divided into 3 caption categories



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The 3 Lemon Friday caption categories for writers:

## Captions to Intrigue

To talk about your book in  
fun & creative ways.

Purpose: build excitement

## Captions to Cultivate Community

To get more eyes on your  
posts.

Purpose: spread the word

## Captions to Connect

To help your readers get to  
know you, the writer.

Purpose: build relationships

Q

“Have you ever been talking to a friend (in real life) about someone you follow online – and referred to that person as ‘*this girl I know*’?”

Or even... ‘*this friend of mine*’?”

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Relationships start with letting your readers get to know who you are – beyond just the books you write.

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This means sharing your  
opinions, your life experiences  
and your passions.

Q

What kind of 'awkward author' are you..?

A. You find it difficult to talk about yourself online



B. You sometimes share a bit TOO much of yourself online

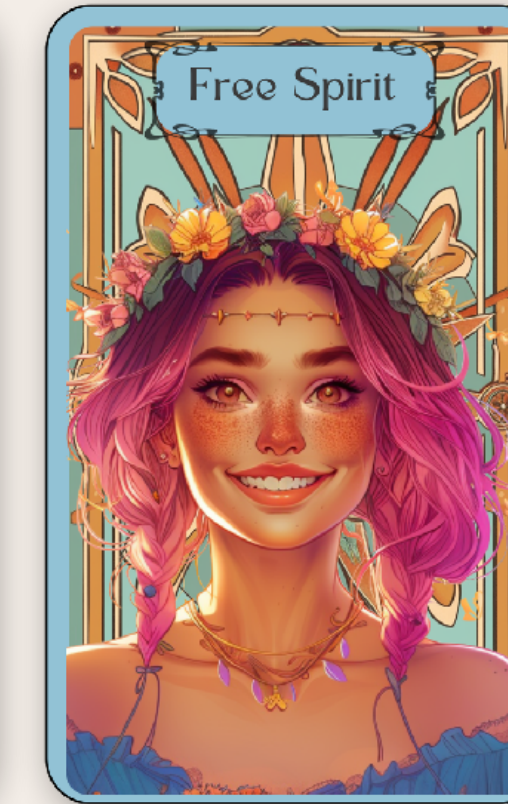
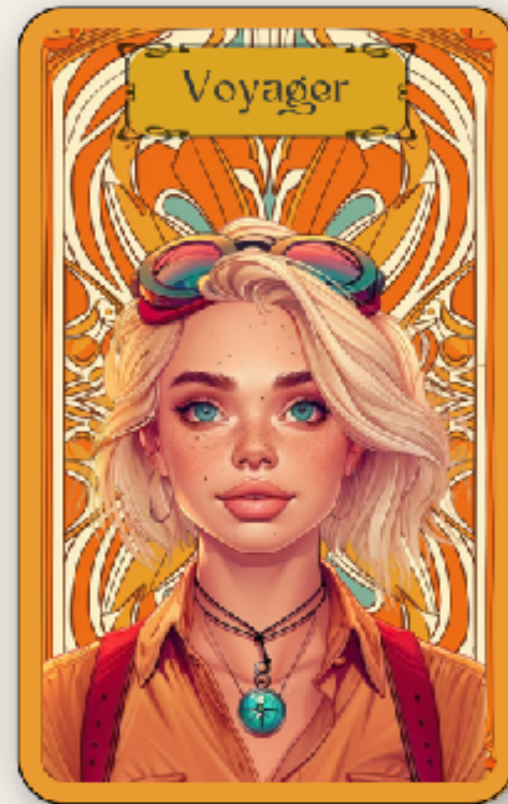
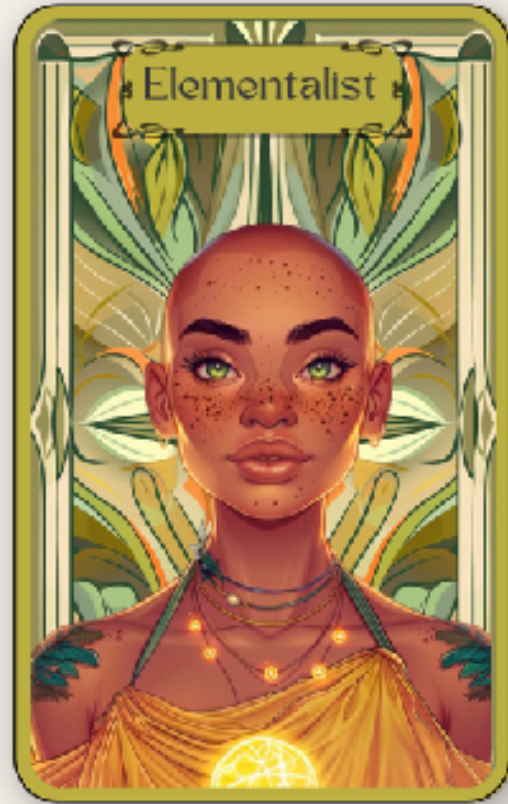




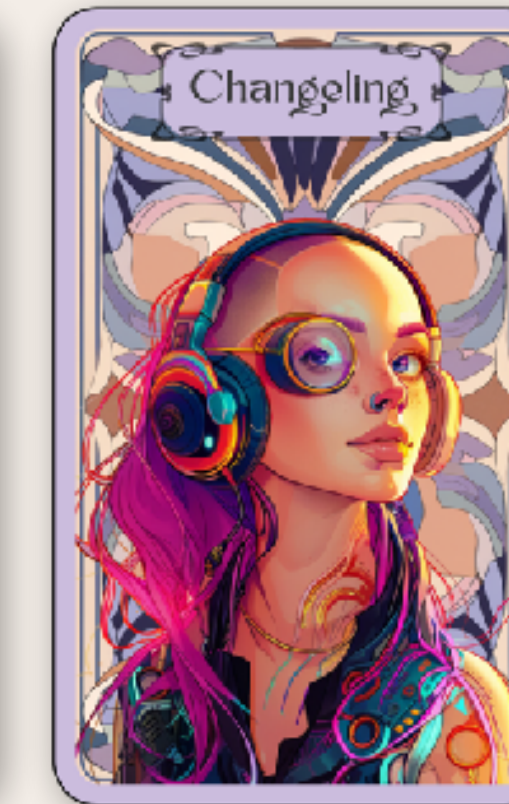
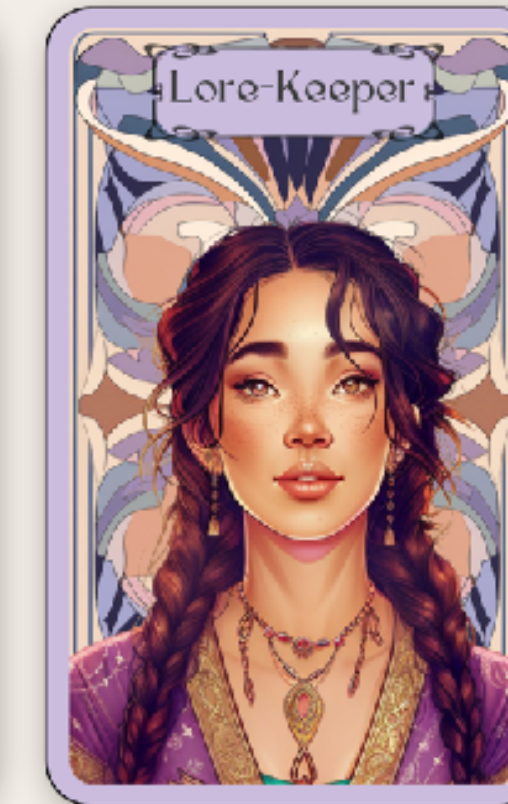
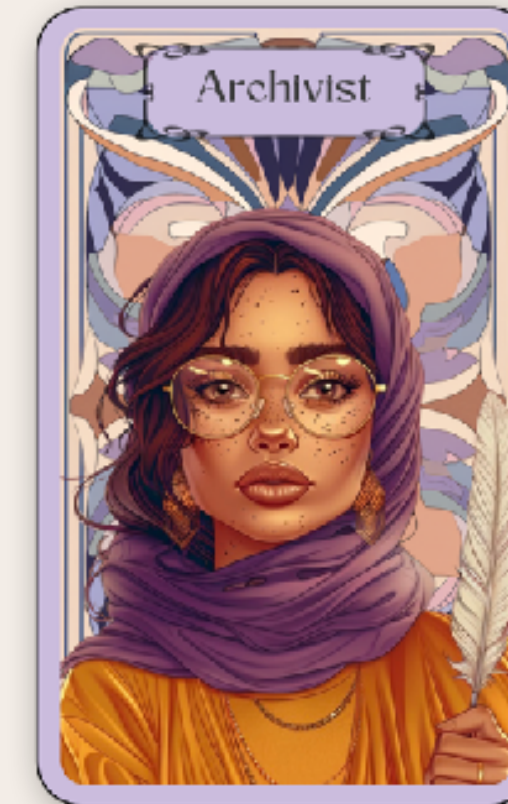
### You might feel awkward because...

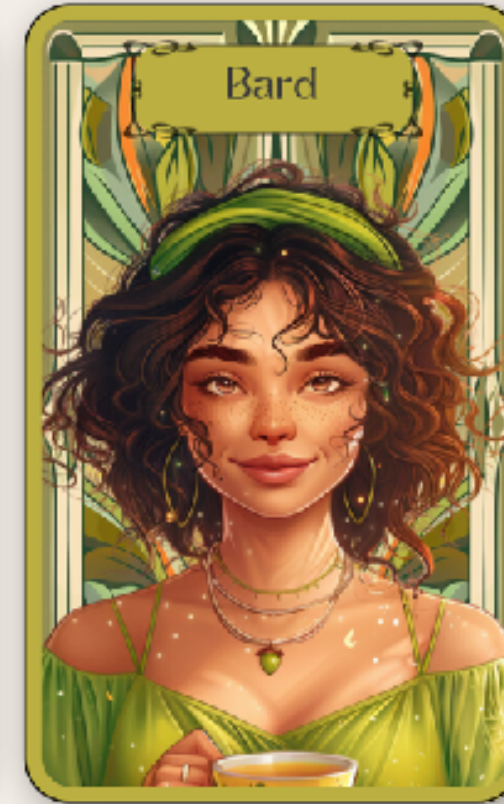
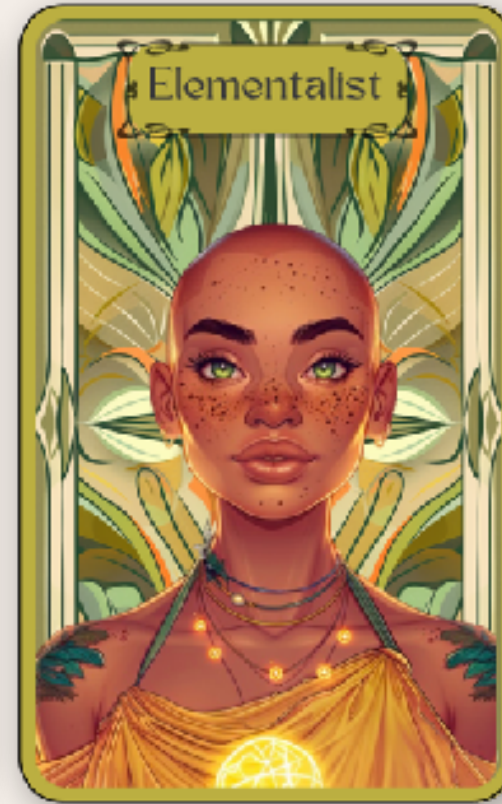
- 1 You don't have a clearly defined 'author personality' that you feel comfortable and confident sharing online.
- 2 You doubt your own 'appeal' as an author (you haven't yet worked out what makes you special)
- 3 You don't have TIME to figure this all out! You want to use your creative brainpower to write books... not test marketing strategies

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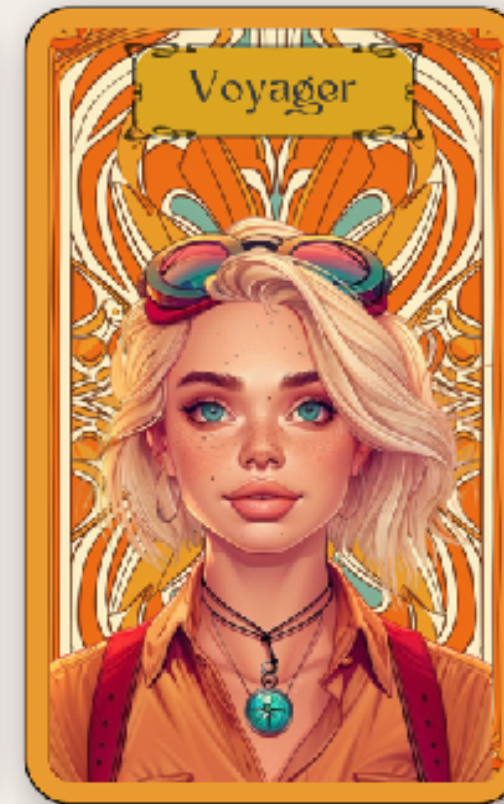
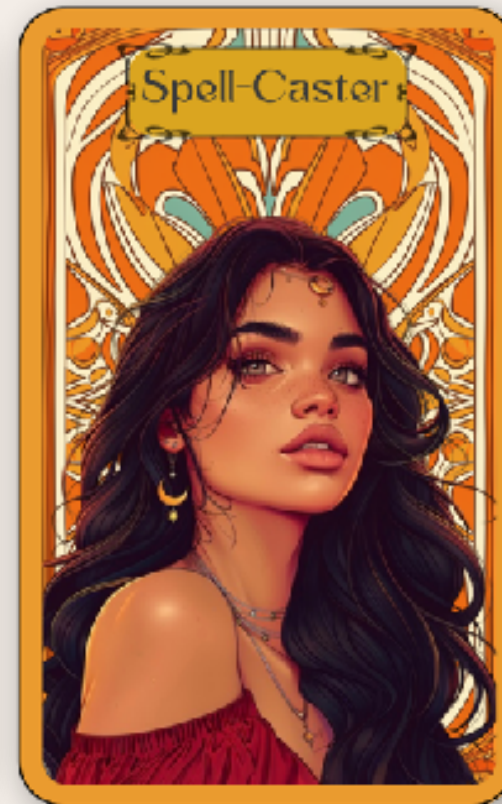
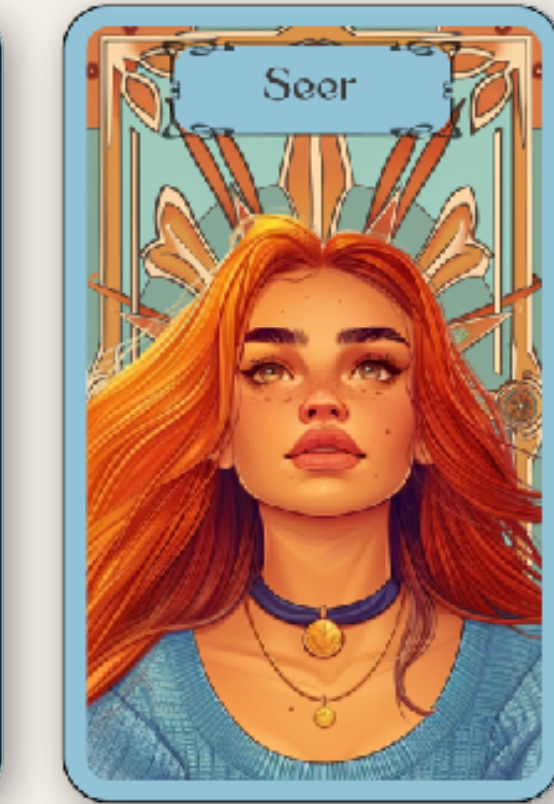
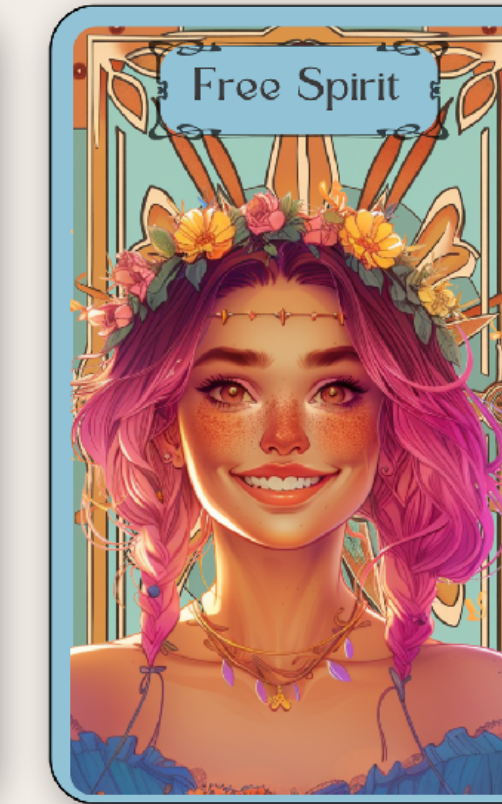


Meet your  
new muses!

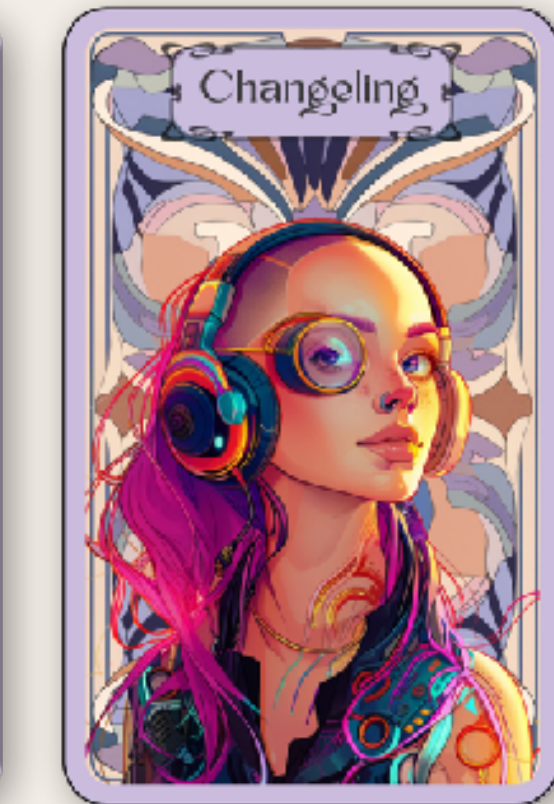
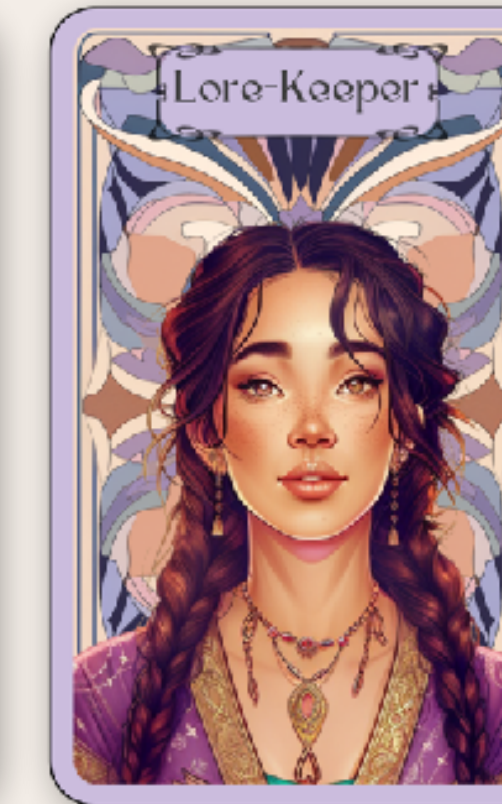
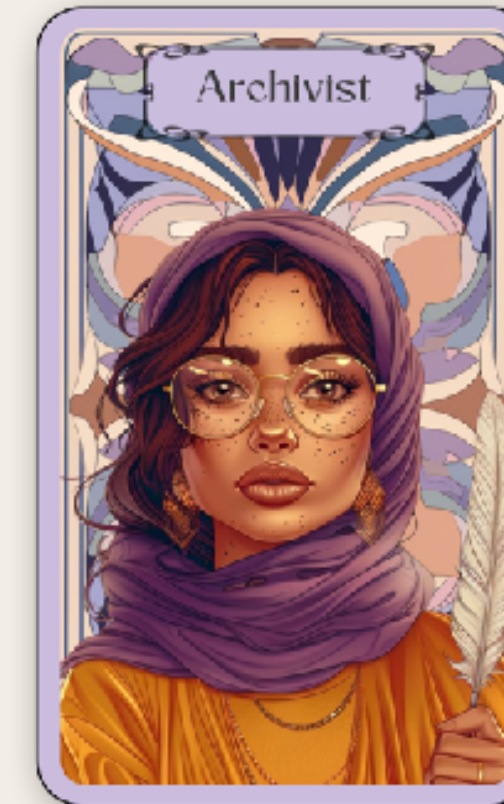




Your author 'brand' is simply how your readers see you and feel about you...

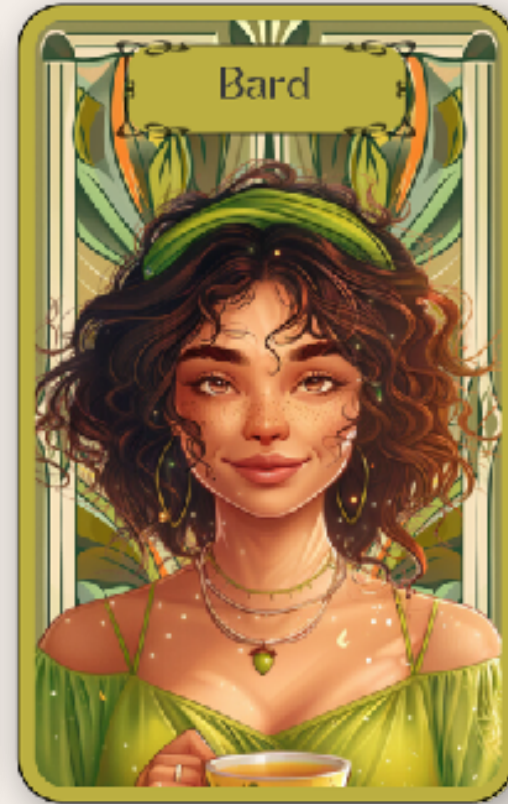
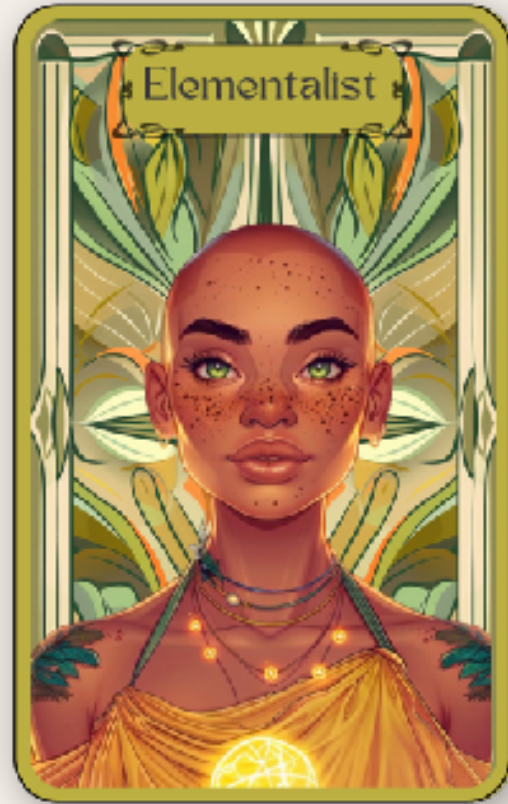


These archetypes are a fun and easy way to identify what you have to offer and why readers should follow you!



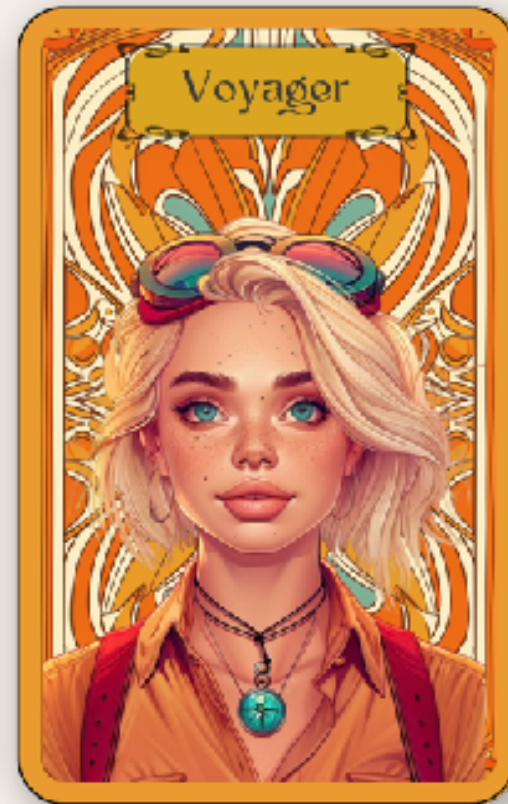
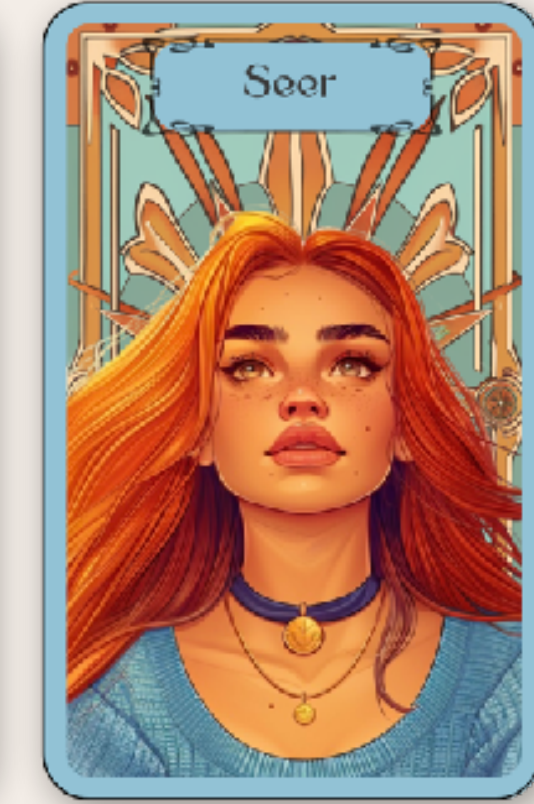
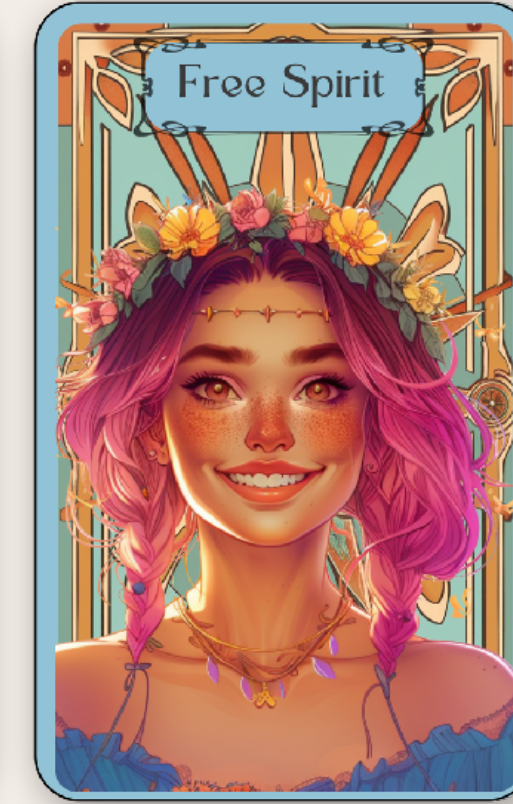
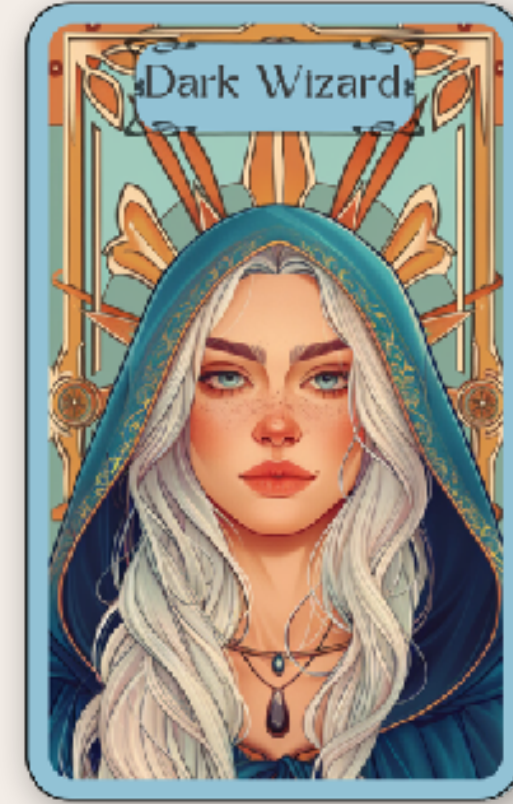
DISCOVER YOUR ARCHETYPE [lemonfriday.myflodesk.com/fantasy-quiz](https://lemonfriday.myflodesk.com/fantasy-quiz)

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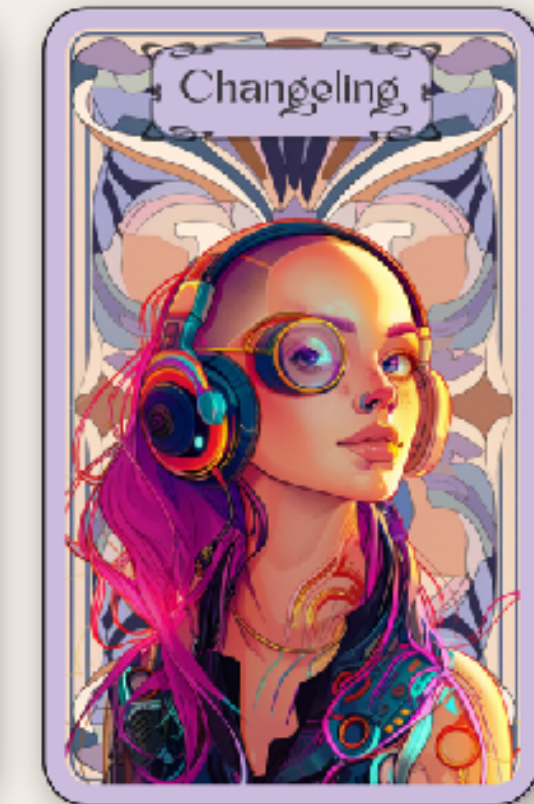
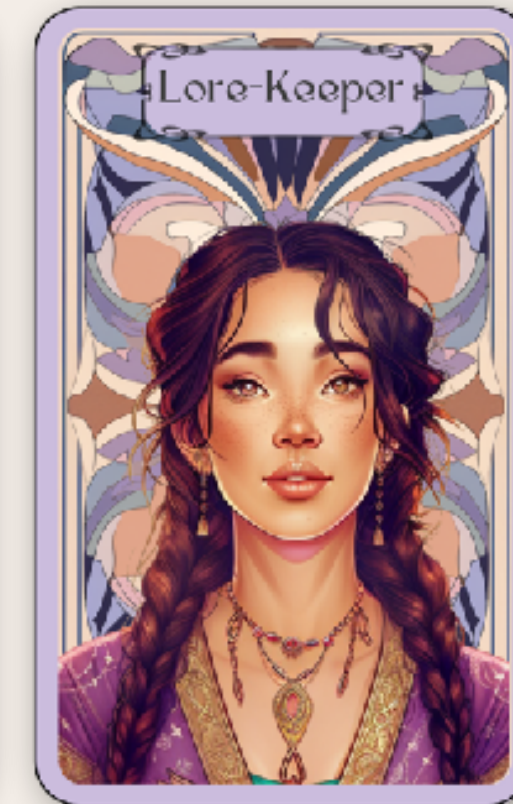
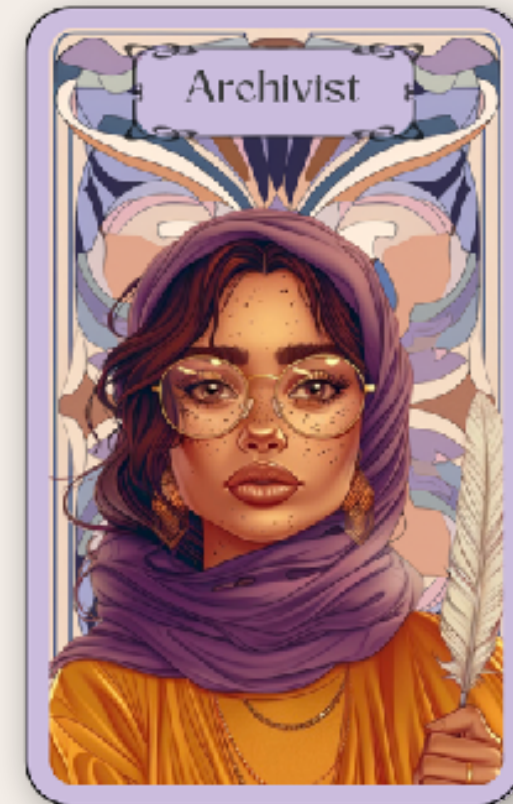
Earth types

Water types



Fire types

Air types



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## Earth types

Grounded

Detail-oriented

Patient and dedicated

Nurturing

Value tradition

Stand firm in their beliefs and vision



## Fire types

Trailblazers

Passionate and ambitious

Intense and inspiring

Unafraid to push boundaries

Create vivid characters and action-packed plots

Driven by 'transformation'

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## Water types

Intuitive

Explore complex relationships and experiences

Emotionally intelligent

Subtle and intricate

Wide variety of styles

Deal with 'unseen depths'



## Air types

Intellectuals

Inquisitive and innovative

Quick thinkers and eager learners

Constantly exploring and adapting new ideas

Avid researchers

Always pushing themselves to new heights



# Earth types

(The Worldbuilder, The Elementalist and the Bard)



Plants seeds... and lets them grow

Creates awe-inspiring and intricate worlds

Builds a portal between the familiar and the revolutionary

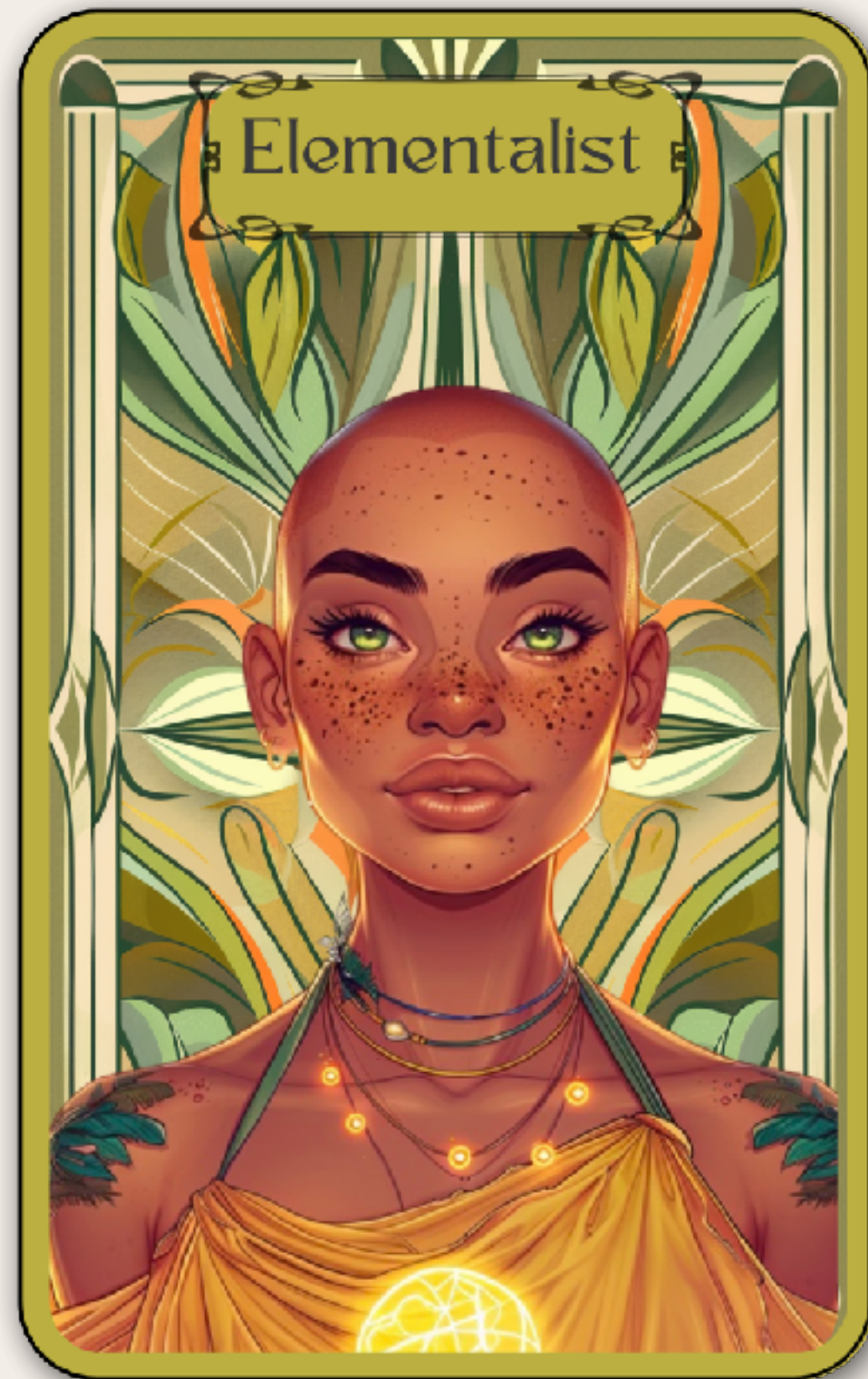
Most often writes high/epic fantasy

You might be a Worldbuilder if...

You often find yourself thinking on a vast scale

# Earth types

(The Worldbuilder, The Elementalist and the Bard)



Shares traits with Worldbuilders

Focuses more on the natural world

Reflective and values balance

Often writes stories with distinct symbolic 'factions'

You might be an Elementalist if...

You're interested in understanding your place in the world

## Earth types

(The Worldbuilder, The Elementalist and the Bard)



Empathetic and community-focused

Writes about quirky characters and simple adventures

Charming and imaginative

Provides a sweet escape from real life

You might be a Bard if...

You like to keep things light and uplifting

How can *you* use this information to create content that attracts the right readers?

PROMPT: introduce your readers to your world

**WORLDBUILDER:** share some 'bonus', behind-the-scenes research

**ELEMENTALIST:** create a mini 'personality quiz' for your readers

**BARD:** share recipes with special significance

Q

“Do you see how knowing your archetype can help guide your content and your caption themes and attract readers who care about the same things – instead of just doing what everyone else is doing?”

Drop an emoji in the chat if this makes sense!

(Or a question if it doesn't)

## Fire types

(The Alchemist, the Spell-Caster and the Voyager)



Transforms the mundane into the magical

Often drawn to urban fantasy

Modern-day fairy tales with an 'edge'

Thrilling, action-oriented plots

You might be an Alchemist if...

You're drawn to the shadows... or enjoy classic stories with a modern twist

## Fire types

(The Alchemist, the Spell-Caster and the Voyager)



All about the romance

Writes romantic Fantasy, Fantasy with romance or Romantasy...

Passionate and in touch with their emotions

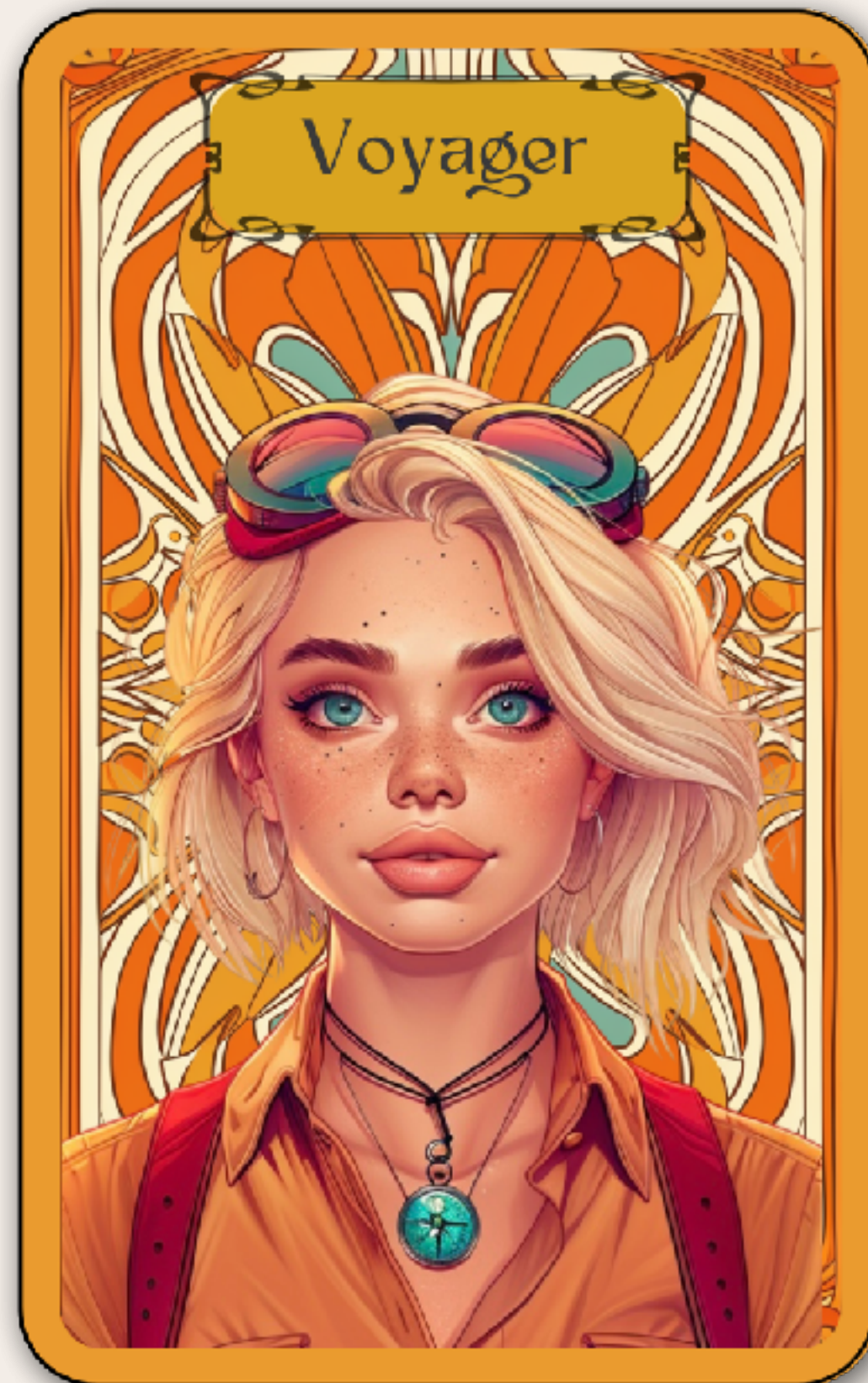
Dreamy, expressive and idealistic

You might be a Spell-Caster if...

You believe the only thing better than a love story...  
is a fantasy love story

## Fire types

(The Alchemist, the Spell-Caster and the Voyager)



The ultimate adventurer

Curious, enthusiastic and spontaneous

Has trouble staying in one place

Exciting, adventurous plots

You might be a Voyager if...

You understand that the journey is more important than the destination!



## Caption examples for 'Fire' types

PROMPT: share a get-to-know-me post

**ALCHEMIST:** introduce your readers to a city that has inspired/shaped you

**SPELL-CASTER:** reveal your red/green flags for a fictional love interest

**VOYAGER:** write a list of your dream travel destinations (real or fictional!)

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Your captions do NOT need to always talk directly about your book.

You do not need to feel pushy or salesy.

It is more important to connect with readers on subjects *they* are interested in and things *they* care about.

The goal is make your readers say “Me too!”  
To think “Wow – we’re the same...”

## Water types

(The Dark Wizard, The Free Spirit and the Seer)



Introspective and analytical

Guided by intuition

Not afraid to explore the dark side of human nature

Mostly likely to write (grim)dark fantasy

You might be a Dark Wizard if...

In a battle between Good and Evil, you'd be writing Evil's POV

## Water types

(The Dark Wizard, The Free Spirit and the Seer)



Keeps things 'light'!

Unconventional and eccentric

Most likely to retell a favorite fairy tale or folk legend

You might be an Free Spirit if...

You appreciate nostalgia, but can't resist adding your own twists to familiar stories

## Water types

(The Dark Wizard, The Free Spirit and the Seer)



Sees our world through a more magical lens

Blurs the boundaries between the mundane and the mystical

Drawn toward 'magical realism'

Observant and insightful – can find magic in the everyday

You might be a Seer if...

You believe any story would be made better with just a PINCH of the impossible

## Caption examples for 'Water' types

PROMPT: the stories that have inspired you

**DARK WIZARD:** share your theories on the 'true origin stories' of famous villains

**FREE SPIRIT:** the problems with your favorite childhood fairy tales – and how you'd fix them

**SEER:** reveal 'overheard' anecdotes about mysterious experiences or unexplained events

## Air types

(The Archivist, The Lore-Keeper and the Changeling)



The detective of the fantasy world

Detail-oriented and persistent

Committed to authenticity and accuracy

Most likely to write historical fantasy

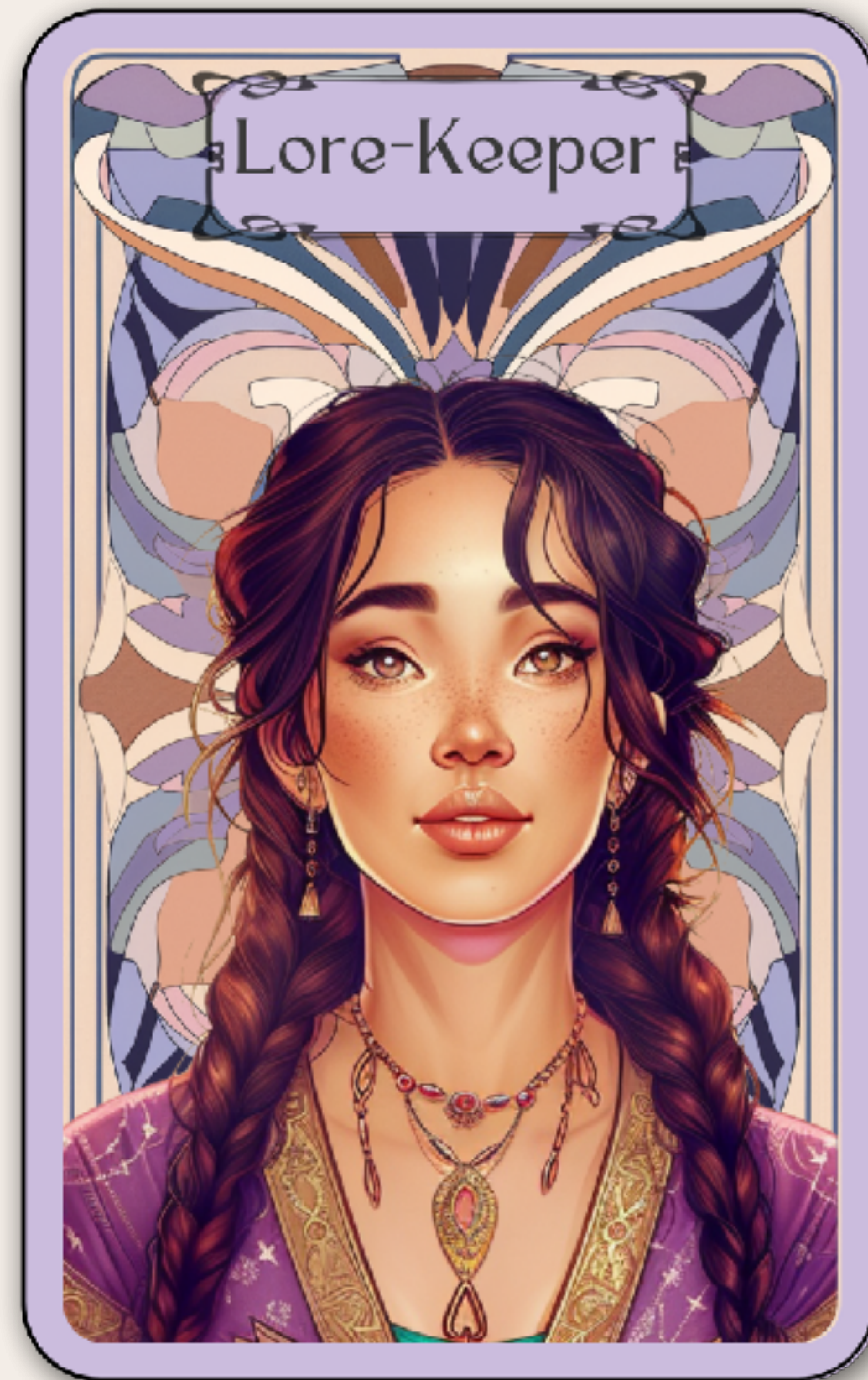
You might be an Archivist if...

'Dusty pages' is your favorite candle scent!



## Air types

(The Archivist, The Lore-Keeper and the Changeling)



Part scholar, part dreamer

Thoughtful, knowledgeable and respectful

The cultural custodian of myths and legends

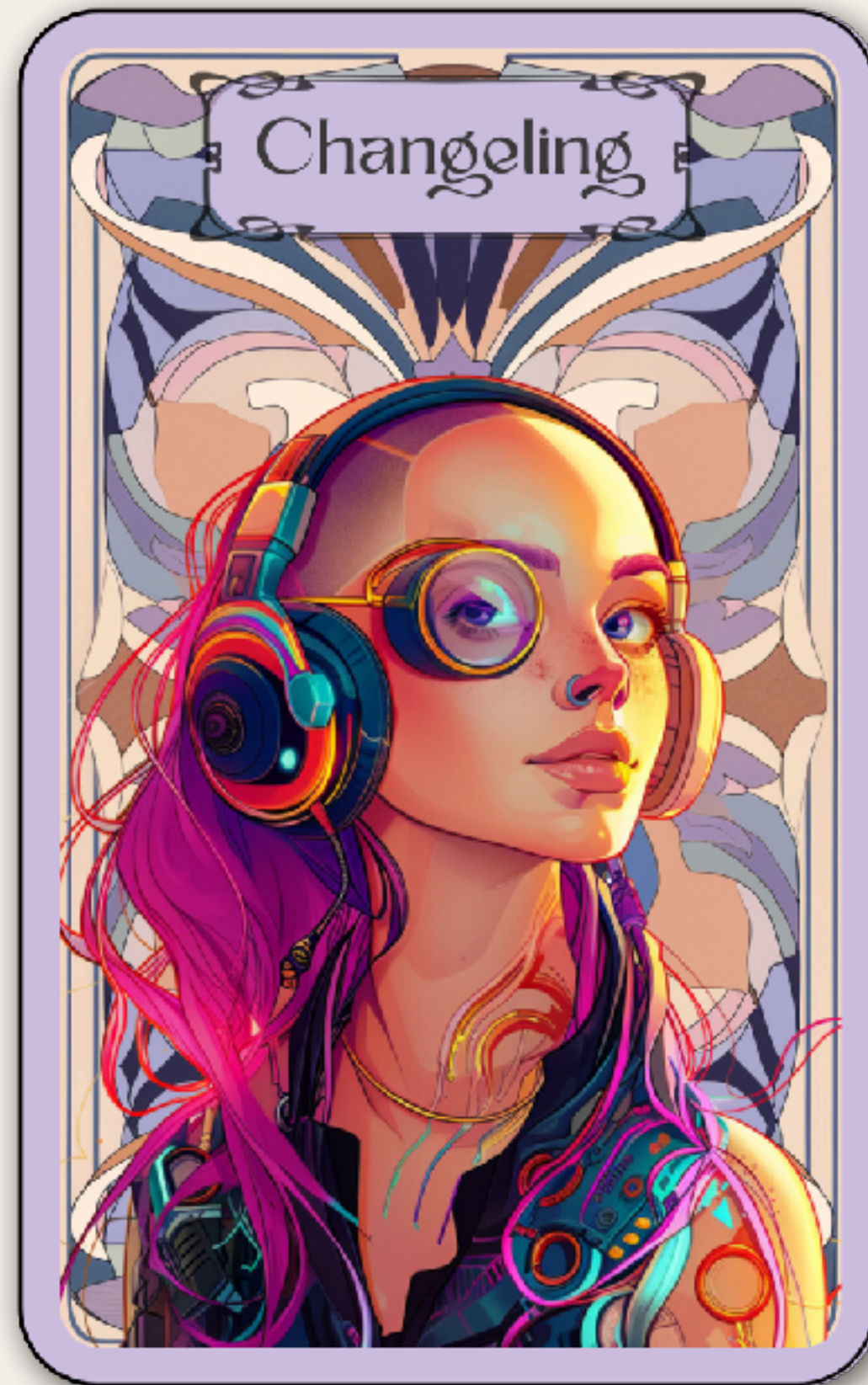
Less concerned with accuracy and 'proof'

You might be a Lore-Keeper if...

You feel called to preserve those precious stories that lie outside the domain of 'history'

## Air types

(The Archivist, The Lore-Keeper and the Changeling)



Most likely to write 'science fantasy'

Experimental and visionary

Defies genre boundaries

Tech-savvy and scientifically curious

You might be a Changeling if...

You just can't choose between fantasy and sci-fi!

## Caption examples for 'Air' types

PROMPT: reveal an important part of your writing process

**ARCHIVIST:** reveal your research... but make it fun with a multiple-choice quiz

**LORE-KEEPER:** share the 'writing playlist' that helps transport you into the right headspace

**CHANGELING:** unveil any mood boards or technical guides you've created for reference

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When you lean into your archetype and start creating content in this really specific way... you will attract readers – and you will put off readers. And that's a good thing!

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The readers you attract will be the right readers – and the readers you lose were never going to buy your books anyway because they're not FOR them.

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**FREE  
BONUS!**



# Take the Fantasy Writer Archetype Quiz

Get your personalized caption strategy (with real examples of each archetype)

FIND IT HERE:

[lemonfriday.myflodesk.com/fantasy-quiz](http://lemonfriday.myflodesk.com/fantasy-quiz)



# Feel free to combine archetypes

You might find that you're actually a mix of two personality types...





&



You write fast-paced,  
action-driven, urban  
fantasy romance





&



You like expansive story settings... with roots in ancient mythology



&




You create the coziest  
fairy tale retellings...



Download your free guide to get content  
ideas for all your archetypes

... and make your content even more unique  
and relevant to your readers!





## Clarity & direction

Once you know your author archetype, you can figure out what kind of content comes most naturally to you

## Confidence & authenticity

You may also feel more confident because you're playing to your strengths and embracing your unique quirks

## Audience connection

When you use 'personality-based' content to sell *yourself*... you don't have to work so hard to sell your book (because your readers already know they're going to love it)!

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# Q&A time!

TAKE THE FREE QUIZ HERE:

[lemonfriday.myflodesk.com/fantasy-quiz](https://lemonfriday.myflodesk.com/fantasy-quiz)

TIP: Keep the conversation going by following me on Instagram @lemon.friday