Appeal Factors

Overview

Appeals help readers determine why they enjoy a book and whether a particular book will fit their style. You can use appeal to find books based on the type of character you like, the pacing or tone, or even the style of illustration.

Types

Categories	Appeals		
Pace	• Fast-Paced	• Intensifying	• Leisurely Paced
Storyline	• Action-packed • Character-driven	• Nonlinear • Plot-driven	• Sweeping • World-Building
Tone	• Amusing • Atmospheric • Bittersweet • Feel-good • Haunting	• Irreverent • Moody • Nostalgic • Romantic • Scary	• Steamy • Suspenseful • Thought-provoking • Whimsical
Character	• Anthropomorphic • Authentic • Courageous • Diverse	• Large cast • Quirky • Sarcastic	• Twisted • Unreliable narrator • Well-developed
Writing Style	• Attention-grabbing • Candid • Descriptive • Engaging	• Gritty • Richly detailed • Stream of consciousness	• Thoughtful • Well-crafted dialogue • Witty
Illustration	• Colorful • Dark • Detailed	• Inventive • Lavish • Photographic	• Realistic • Surreal
Audio	• Deadpan • Energetic • Full cast	• Gravelly • Melodious • Unhurried	• Warm • Well-characterized

Resources

Goodreads

Social media website for book lovers. You can browse by genre, book lists, or search for a specific book. Find reviews, share what you're reading, and see what others are reading.
goodreads.com

Whichbook

Website that allows you to explore for books by mood & emotion, world map, character & plot, or based on bestsellers. whichbook.net

The Secret Language of Books: A Guide to Appeal

Created by NoveList, 2018 edition. This booklet has an exhaustive list of all the appeal factors that NoveList uses. It also has readers advisory questions, tips, and definitions.
bit.ly/NoveListAppeal

TasteDive

Recommends music, movies, TV shows, books, authors, games, and podcasts based on things you've liked in the past or by browsing lists. tastedive.com