WORKSHOP EXERCISE: HELP THE RIGHT READER FIND YOUR BOOK

Time: 15 minutes.

Format: Individual work, then pairs.

Materials: This handout, your manuscript or proposal, paper and pens. No internet needed.

Outcome: A short discovery description, five keywords and one practical follow-up action.

1. THINK LIKE YOUR READER — 2 MINUTES

Imagine someone who would benefit from your book, but does not know its title or your name. Who are they, and what would they type into a search box?

i. Write down **one intended reader**—be more specific than "everyone" or "researchers"

ii. and **three search phrases** that reader might use.

2. CREATE A MINI DISCOVERY RECORD — 5 MINUTES

Using your manuscript or proposal, complete the fields below. Working drafts are fine. Mark unknown information **"to confirm"** rather than guessing.

Field	Task
Title and subtitle	Write your working title. Would someone unfamiliar with the project understand its subject? Suggest clearer subtitles if needed.
Short description	Write two sentences explaining what the book covers, its contribution and who it is for.
Five keywords or short phrases	Choose terms that reflect the content and connect with the reader's likely searches.
One information gap	Using the handout's checklist, identify something still to confirm—for example, license, identifier, peer-review information or the future full-text location.

3. SWAP AND TEST — 4 MINUTES

Exchange records with a partner. Read your partner's record **before hearing an explanation**, then answer:

1. What do you think this book is about, and who is it for?
2. Which keyword or phrase would you actually search for? What is missing?
3. What information would you still need to find, access or assess the book?

4. MAKE ONE CHANGE AND CHOOSE ONE ACTION (2 MINUTES)

Revise **one** part of your record following the test. Then complete:

“Before publication, I will _____. I need to confirm this with _____.”

Use the handout’s “Who does what?” section to distinguish what you can prepare yourself from what needs input from the publishing or technical team.

5. QUICK DEBRIEF (2 MINUTES)

Facilitator: Invite two participants to share one change or unresolved question—not a summary of their whole book.

Closing: *Your book may be freely available, but a reader still needs to recognize it as relevant, find the full text and understand its publishing information. Discoverability starts with what you prepare now.*

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