

**Winsome Tales by ILIA**  
**Target Market**

3 pages

1. Ti Ana and The Giant
2. A Christmas Fairy Tale
3. The Bouncing Boy

## Target Market for Ti Ana and The Giant

Ti Ana and the Giant appeals to both adults and children. The book is for a 5<sup>th</sup> grade reading level and up. It is also a good book for parents to read to younger children.

The messages that the book gets across are:

- Persisting toward goals
- Succeeding with problem solving
- Taking care of your land
- Never give up

## Target Market for A Christmas Fairy Tale

A Christmas Fairy tale appeals to both adults and children. The book is for a 5<sup>th</sup> grade reading level and up. It is also a good book for parents to read to younger children.

The messages that the book gets across are:

- Something can be done about it
- Turn dreams into reality

## Target Market for The Bouncing Boy

The Bouncing Boy appeals to both adults and children. The book is for a 5<sup>th</sup> grade reading level and up. It is also a good book for parents to read to younger children.

The messages that the book gets across are:

- Respecting parents and elders
- Persistence on a given course even when the odds are piled up against you
- Forgiveness
- Achieving your goals