

Romance
Novels and Why
We Love Them:
A Primer for
Katy



GENRE'D

From Fabio to Cartoons: Tenets of the Genre Stay the Same

- Romance is the A-plot
 - Sure, there may be a serial killer, a failing business, a job interview or a best friends wedding, but we are there for the romance
- Happily Ever After is non-negotiable
 - If you leave the book wondering if the main characters are going to make it – it was not romance
- There doesn't have to be smut
 - But there should be smut



Romance Novels are Just Saying the Quiet Parts Out loud

- Embrace the universal need of humans to be seen, chosen, accepted, and kissed like hell
 - She may be a big a city girl with a preoccupation with heels and Taylor Swift, but small-town cowboy cannot with trust issues cannot help but fall
- Hits you right in the brain chemistry: Dopamine, serotonin, oxytocin
 - It is basically a free high
- They are predictable in the *best* way like your favorite comfort food
 - Mac & Cheese but horny



We all Romance Beats are the Most Comforting of All



Meet
Cute/Set up
AKA
How we all
wish it
would work
in real life



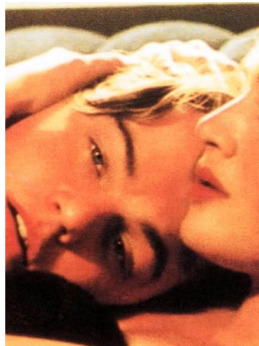
Banter/
Chemistry
Building
AKA
Fighting as
foreplay



Conflict
AKA
The reason
they can't
bang yet



The Almost
Kiss™
AKA
The interrup
tion we both
expect and
hate



The
Breaking
Point
AKA
There is no
chance but
to get it on



Dark
Moment
AKA
Third Act
Break Up™



Grand
Gesture
AKA
Proof that
subtlety is
overrated

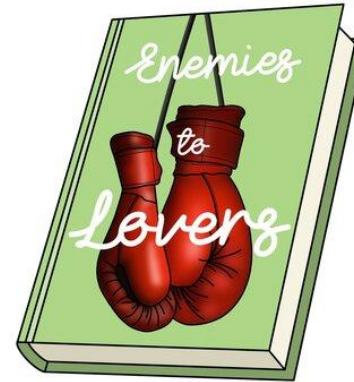


Happily
Every After
AKA
The reason
we are all
here



Your Favorite Trope? Romance Did it First

- Enemies to Lovers » Pride & Prejudice
- Banter as Foreplay » Much Ado About Nothing
- Forced Proximity » The Tempest
- Marriage of Convenience » Emma
- Friends to Lovers » When Harry Met Sally
- Fake Dating » Pretty Woman
- Honorable Mention:
 - Book series where a side character gets the next book - That's a romance thing



Romance By the Numbers

💰 **\$1.44 billion in annual sales** (largest book genre in the U.S. — outselling sci-fi, fantasy, and mystery combined).

📈 **18% of the overall fiction market** is romance (nearly 1 in 5 fiction books sold).

👩 **Predominantly women authors and readers:** ~82% of romance readers identify as women.

📚 **Massive output:** Over **7,000 new romance titles** are published each year.

🌍 **Diverse & global:** #1 genre on Kindle, with international markets growing fastest in India and Brazil.

💡 **Crossover reach:** Romance dominates **TikTok/BookTok**, driving backlist titles (like *A Court of Thorns and Roses* and *Icebreaker*) back onto bestseller lists.

🧠 **Reader loyalty:** 50%+ of romance readers buy more than one book per month (voracious!).



Why We Can't Quit Romance

- They give us hope
- They are a fantasy and a mirror
- They're fun to roast and love
- Because they are basically a horny hallmark channel

