Writing children's literature is kind of like comedy. Everyone thinks it's easy when, in reality, it's actually much harder than it looks. But never fear... To help avoid your book being converted into a brick for an imaginary castle during playtime, here are the three golden rules you should know to keep young minds engrossed in your story. 1. Know your target demographic. ‘Know your audience’ is good advice for all writers, but when writing for children, it is absolutely crucial.