

Succeeding as a Storyteller

The odds for big income generation are slim, but you can improve your odds

Odds Booster	Learn how to develop and finish stories	Learn how to develop the types of stories your audience is likely to want	Learn how to get the attention of your target audience, make an enticing offer, and keep 'em coming back
Key Idea	Stop writing and start telling stories	Readers want the same, but different	It's hard enough; don't make it harder--focus on starting one business
Focus	<p>What is storytelling all about?</p> <p>What are storytellers doing (to the reader)?</p> <p>How do they do it, especially those who tell the types of stories you like?</p> <p>What are the key principles for developing story ideas?</p> <p>What development techniques work best for you?</p>	<p>What type of story do you want to tell?</p> <p>What types of folks do you want to tell it to?</p> <p>What do you and your target audience like in these types of stories?</p> <p>What are ideas that are the same, but different, and cool? What delights will you offer?</p>	<p>Where are your readers?</p> <p>What are effective ways to reach them?</p> <p>What are effective ways to get their attention?</p> <p>What makes an offer enticing to them?</p> <p>What makes 'em want to come back for more?</p>
The One Thing	Get in the water, start swimming, then finish something	Finish novel after novel and see what works	Follow business model that's helped majority who are successful: (1) select a genre, (2) build a tree of related books, (3) publish frequently
Second Idea	Expect it to be like learning how to play like Lindsey Sterling and that you're probably going to start with Hot Cross Buns.	Don't label yourself when your performance flops. It's about learning. Those who test and figure it out faster, succeed faster. You test by performing--by telling stories and seeing what happens. Happy persistence.	It's not a "writing" business. The genre is the business--you're starting an epic fantasy business, or time-travel romance business, or thriller business, etc.
Bonus	<p>Ways to get into the water</p> <ul style="list-style-type: none"> • Take a class that requires a finished story • Write stories on a blog or site • Enter a legit contest • Join a writing group and submit • Tell stories to kids (Barrie, Tolkien) • Publish on Wattpad • Do Nanowrimo with friends • Tell more anecdotes in conversations 	<p>Types of things to look at</p> <ul style="list-style-type: none"> • Reader effects (the experience) • Characters and point of view • Story problems and situations • Twists and turns • Settings • Beginnings and endings of the story and chapters • Length of story, scenes, chapters 	<p>YOUR OFFER: cover, blurbs, description, 1st paragraph, 1st chapter, reviews, risk reversals, ease of purchase, ease of use</p> <p>MAKE 'EM WANT MORE: experience in book, ending of book, back matter, newsletters, website, combo up-sell, more in the series</p> <p>WORD OF MOUTH: Easy to review, easy to refer</p>

Help others - Make friends - Have fun - Enjoy the journey

Milestones

Produce	Publish	Sell	Entertain and Move
<p>START</p> <ul style="list-style-type: none"> • Sketch ideas for a novel • Finish 1 chapter • Finish 10 chapters <p>PRODUCTS</p> <ul style="list-style-type: none"> • Finish 1st novel • Finish 2nd novel • Finish 3rd novel • Finish 4th novel • Finish 5th novel • Finish 6th novel • Finish 7th novel <p>VOLUME</p> <ul style="list-style-type: none"> • Write 1k words in a day • Write 5k words in a week • Write 10k words in a week • Write 5k words in a day <p>SPEED</p> <ul style="list-style-type: none"> • Write 250 words per hour • Write 500 words per hour • Write 750 words per hour • Write 1,000 words per hour • Write 1,500 words per hour • Write 2,000 words per hour 	<p>NOVELS PUBLISHED</p> <ul style="list-style-type: none"> • 1st • 2nd • 3rd • 4th • 5th • 6th • 7th <p>ADDITIONAL FORMATS</p> <ul style="list-style-type: none"> • Audio • Graphic • Film or television <p>TRAD PUB</p> <ul style="list-style-type: none"> • 1 submission • 10 submissions • 50 submissions • 1 rejection • 10 rejections • 50 rejections • 1 request for partial • 5 requests for partial • 10 requests for partial • 1 request for full • 5 requests for full • 10 requests for full 	<p>COPIES SOLD</p> <ul style="list-style-type: none"> • 1 sale to stranger • 10 sales to strangers • 100 sales to strangers • 500 sales to strangers • 1,000 sales to strangers • 5,000 sales to strangers • 10,000 sales to strangers • 50,000 sales to strangers • 100,000 sales to strangers • 250,000 sales to strangers • 500,000 sales to strangers • 1,000,000 sales to strangers <p>DOLLAR\$ EARNED</p> <ul style="list-style-type: none"> • \$10 • \$100 • \$500 • \$1,000 • \$5,000 • \$10,000 • \$25,000 • \$50,000 • \$100,000 • \$250,000 • \$500,000 <p>PROMOTION</p> <ul style="list-style-type: none"> • First promo • First promo with positive ROI • First promo with \$500 ROI 	<p>REVIEWS</p> <ul style="list-style-type: none"> • 1 five-star review from a stranger • 10 five-stars from strangers • 50 five-stars from strangers • 100 five-stars from strangers • 250 five-stars from strangers • 500 five-stars from strangers • 1,000 five-stars from strangers <p>FANS</p> <ul style="list-style-type: none"> • First fan email/letter • First fan wanting signature • First fan making something related to story • First fan wanting story about minor character • First newsletter sign-up • 50 newsletter sign-ups • 100 newsletter sign-ups • 500 newsletter sign-ups • 1,000 newsletter sign-ups • 5,000 newsletter sign-ups