

Indie

By John Brown





This is a Business



Wrong game,
guys



The heart of business?





**a product
or service
some other
human
wants**



Solution

**Customer
Want**



**New
Business
Owner**



Must know goal to make good owner decisions

The Five Steps

1. **Learn** what they want
2. **Make** it
3. **Go** where they are
4. **Attract** attention and **make** your offer
5. **Make** exchange

Learn what they want

1. **Identify** who and what
2. **Read**, a lot (have lots of experiences)
3. **Identify** what's fun, cool, awesome to YOU
4. **Analyze & describe** what's mandatory in the genre (reader-driven)
5. **Describe** what you will deliver (the same, but different)

Not every human

“No matter who the writer, his ideal intended audience is only a small fraction of all the living readers. Name the most widely read authors you can think of—from Shakespeare, Austen, and Dickens to Robert Waller, Stephen King, and J.K. Rowling—and the immense majority of book-buyers out there actively decline to read them.”

(Thomas McCormack, former CEO and editorial director of St. Martin's Press,
The Fiction Editor, The Novel, and the Novelist, p8)

Not every human

“The thing Character wants, the danger that threatens fulfillment of this desire, and the decision he makes, determine what specific readers will enjoy the story. One likes sex and violence, another tenderness and love, another the competitive striving for success, another intellectual stimulation. Relatively few college professors are Tarzan fans—and even fewer sharecroppers succumb to *Finnegans Wake*. The trick, for the writer, is merely to pinpoint audience taste...then to refrain from attempting to inflect his copy on the wrong people.”

(Dwight V. Swain, *Techniques of the Selling Writer*, p137)

Make it

Activities

- Learn how stories work
- Learn principles & techniques of story development
- Develop and write
- Edit and proof
- Format
- Register copyright

Story analysis

- Look for patterns
- Focus on the experience
 - Anticipation
 - Hopes and fears
 - Mystery, puzzlement
 - Triumph
 - Happily ever after
 - Transport

Go where they are

- Online, brick and mortar
- Book stores
- Other stores
- Libraries
- Goodreads.com
- Facebook.com
- Book discovery services (BookBub)
- Share sites (wattpad.com)
- Your newsletter
- Your site
- Front and back matter of your books
- Etc.

Attract attention, make offer

- Cover
- Description
- Blurbs
- Reviews
- Sample
- Price
- Other

[Look inside](#)

Awful Intent (Frank Shaw Book 2) Kindle Edition
by [John D. Brown](#) (Author)
★★★★☆ 214 customer reviews
Book 2 of 2 in [Frank Shaw \(2 Book Series\)](#)

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Frank is an Army Special Forces veteran who screwed up, went to prison, and is now out, trying to go straight. He's traveling through Southeastern Utah, enjoying the miles and miles of red-rock desert and wilderness when a man is murdered where nobody is supposed to see.

Except Frank does see.
[Read more](#)

Length: 340 pages | Word Wise: Enabled | Enhanced Typesetting
Page Flip: Enabled | Matchbook Price: \$0.00 [What's this?](#)

"Enlightenment Now: The Case for Reason, Science, Humanism, and Progress"
Is the world really falling apart? Is the ideal of progress obsolete? Cognitive scientist and public intellectual Steven Pinker shows that life, health, prosperity, safety, peace, knowledge, and happiness are on the rise. [Learn more](#)

Make exchange

- Deliver product
- Receive money

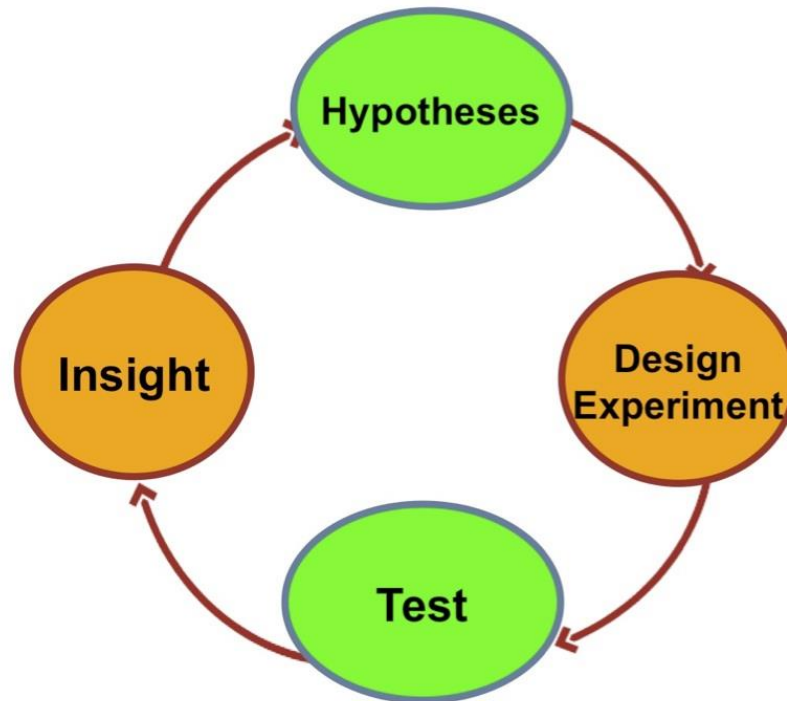


**get in
swim
have fun**

Learn by doing

“Many crummy trials beat deep thinking”

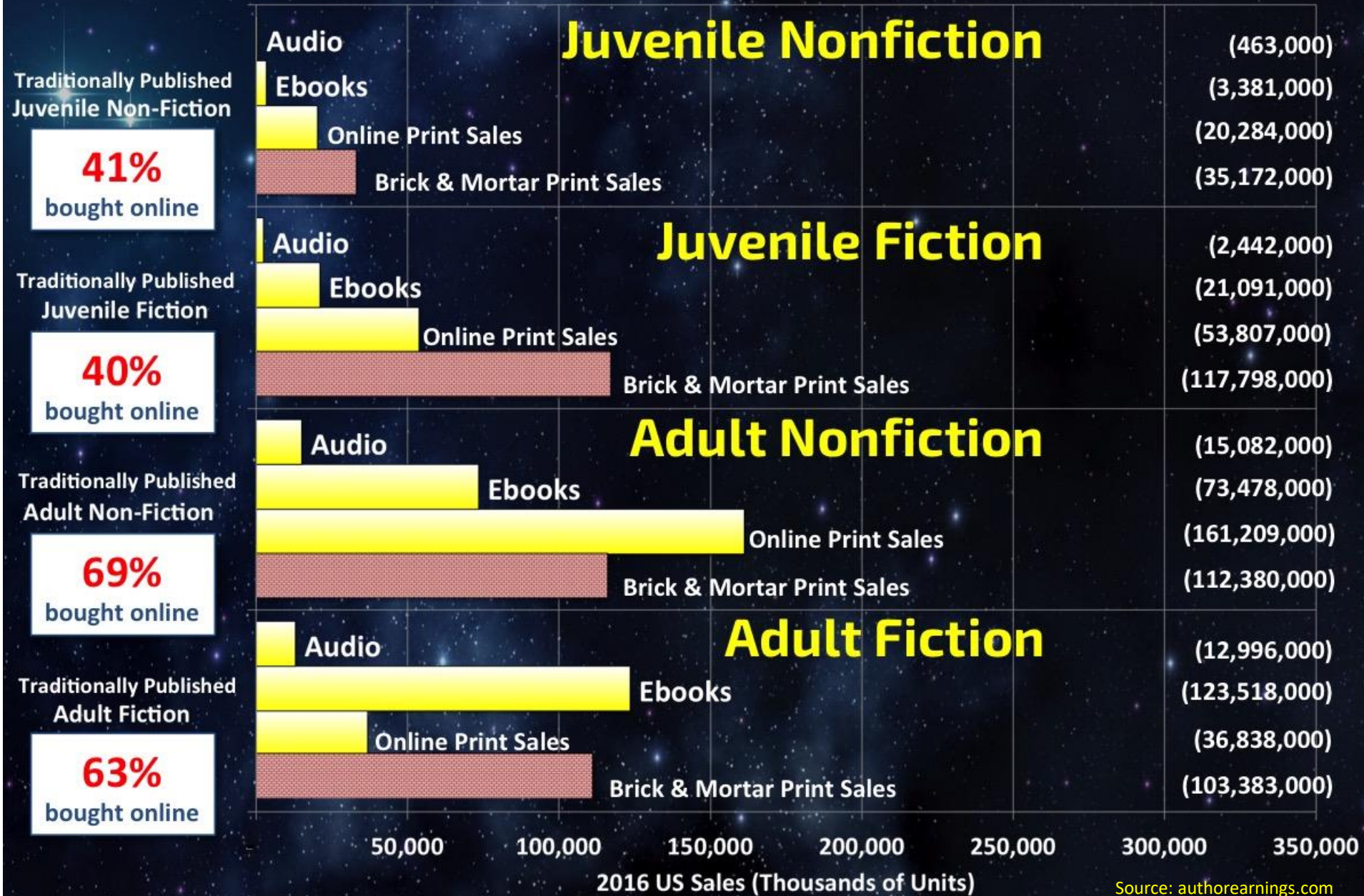
~ BJ Fogg





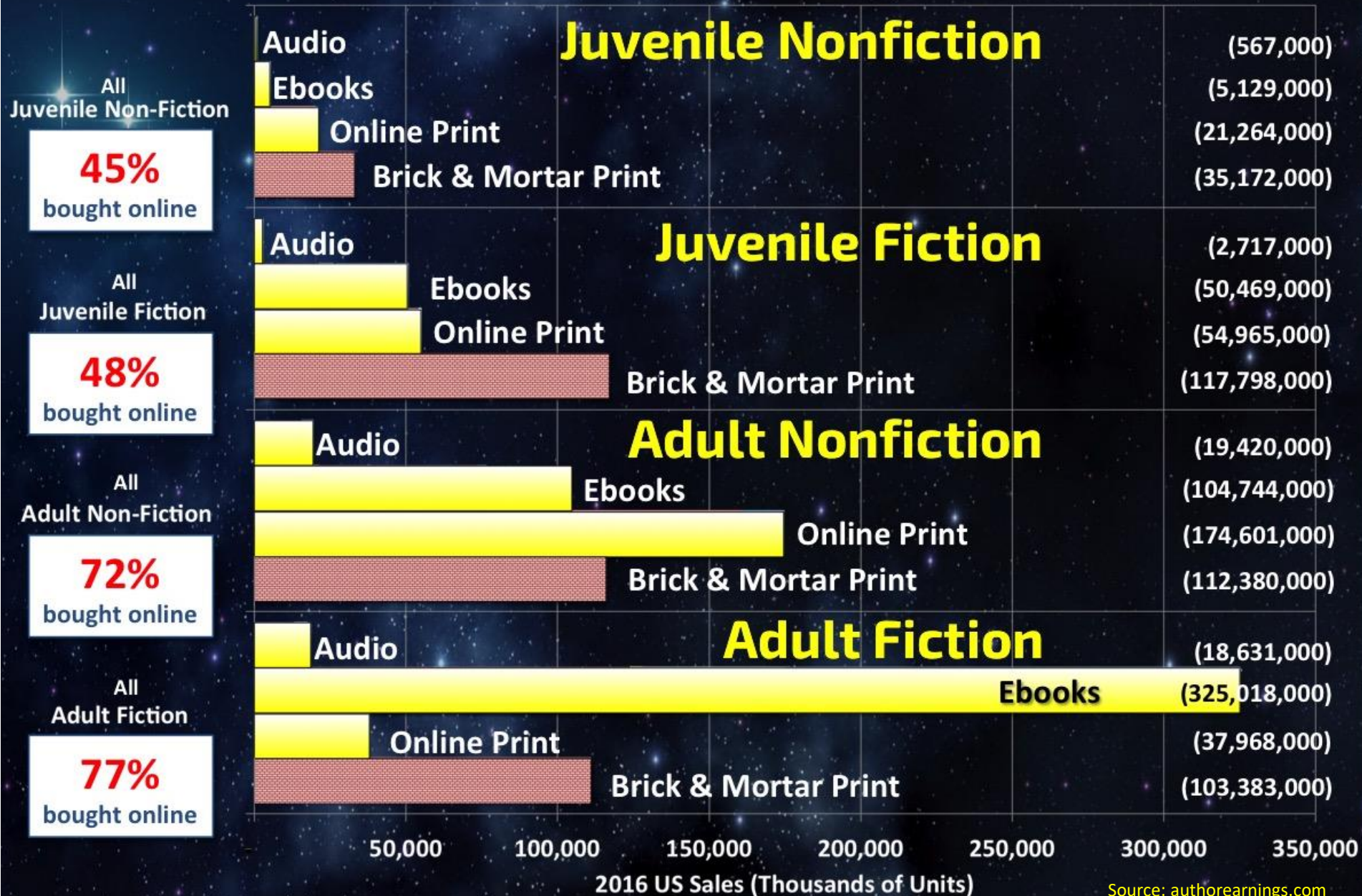


2016 US Trade Book Unit Sales By Format (Traditionally Published Books Only)



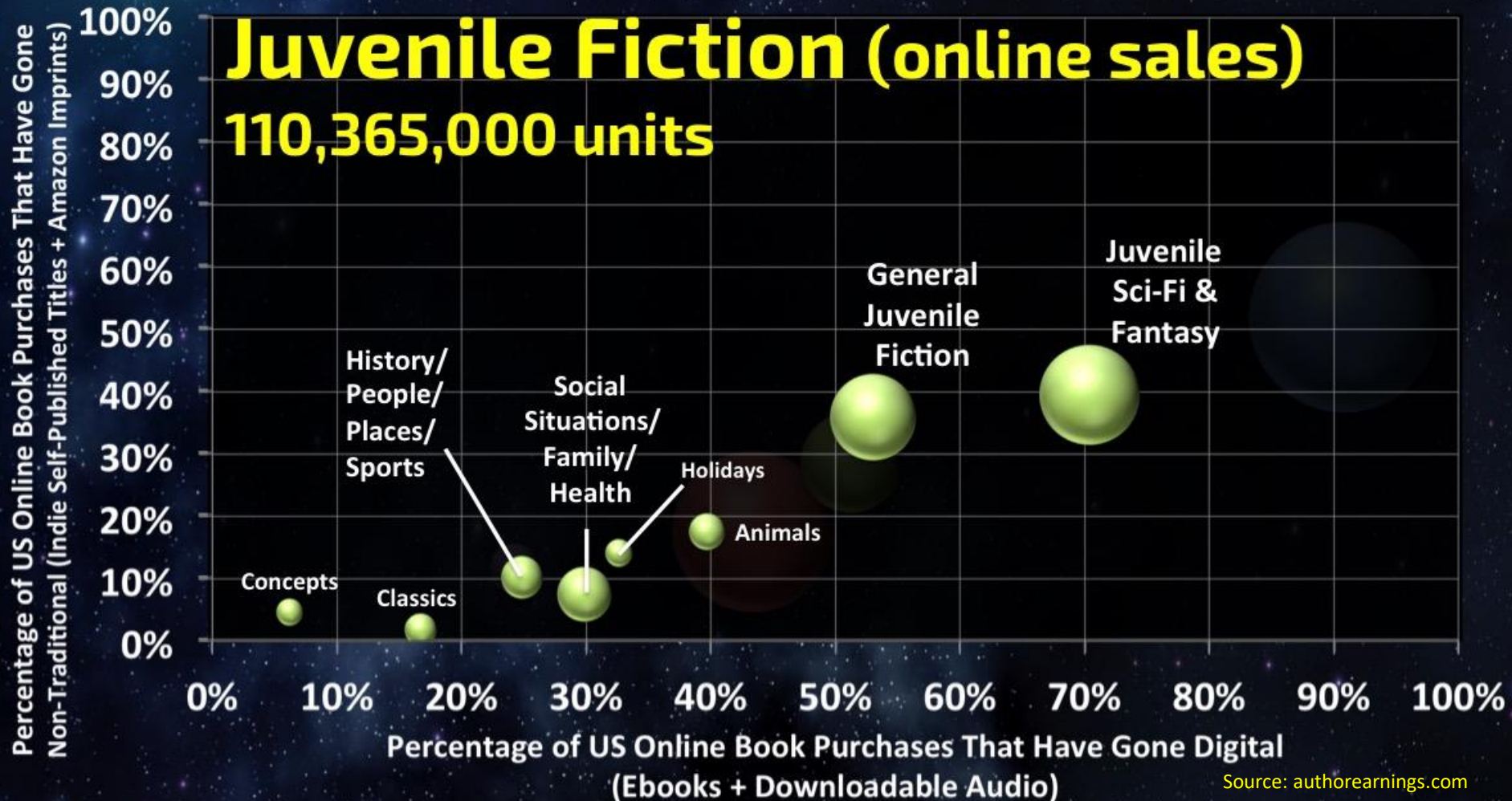
Source: authorearnings.com

2016 US Trade Book Unit Sales By Format
 (Traditionally Published, Amazon-Imprint Published, and Indie Self-Published)



2016 US Online Unit Sales by Genre: % Digital vs % Non-Traditional

Percentages by Genre of 2016 US Online Book Purchases of All Formats (Print + Ebook + Audio)
That Have Gone Digital and Non-Traditional (Indie Self-Published Titles + Amazon Imprints)



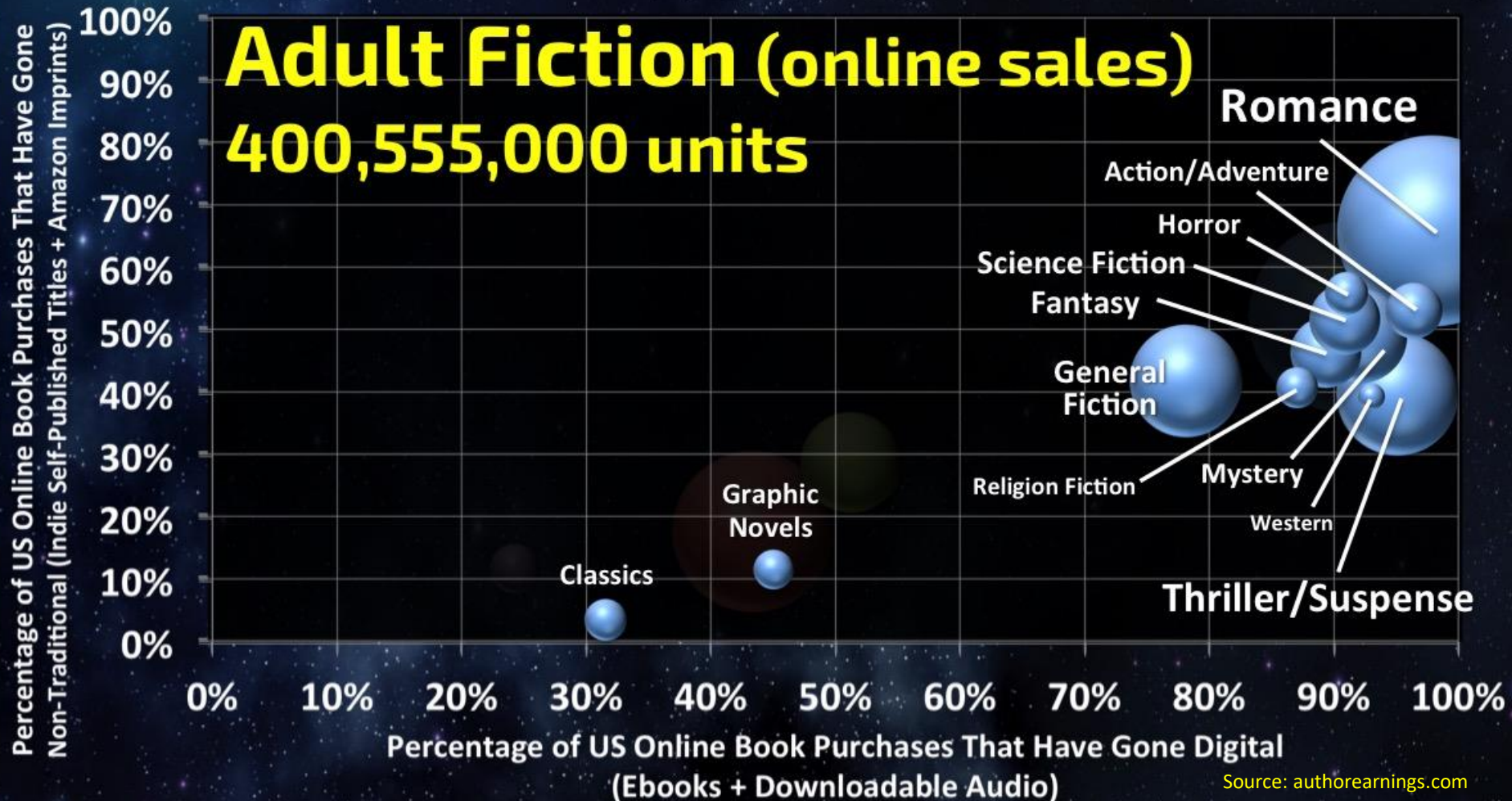
Because traditional industry book categories lump YA in with Juvenile

Percentages by Genre of 2016 US Online Book Purchases of All Formats (Print + Ebook + Audio) That Have Gone Digital and Non-Traditional (Indie Self-Published Titles + Amazon Imprints)



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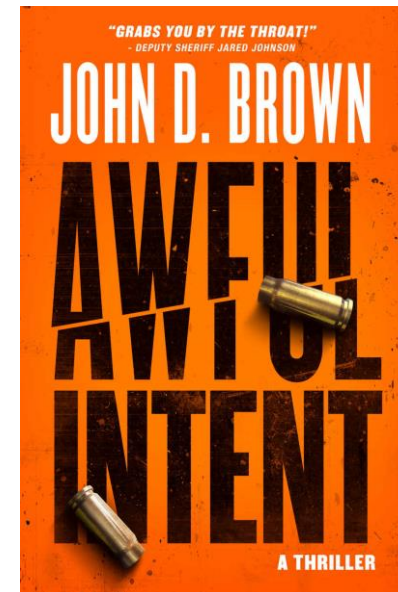
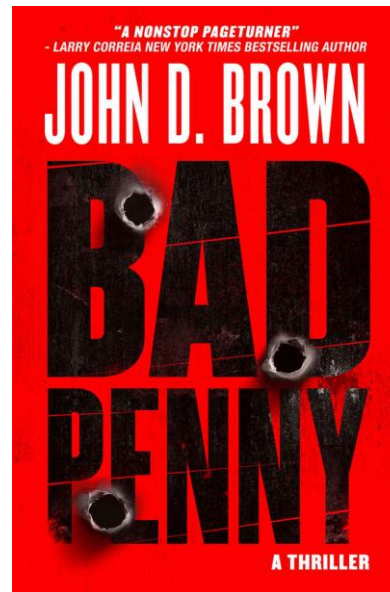
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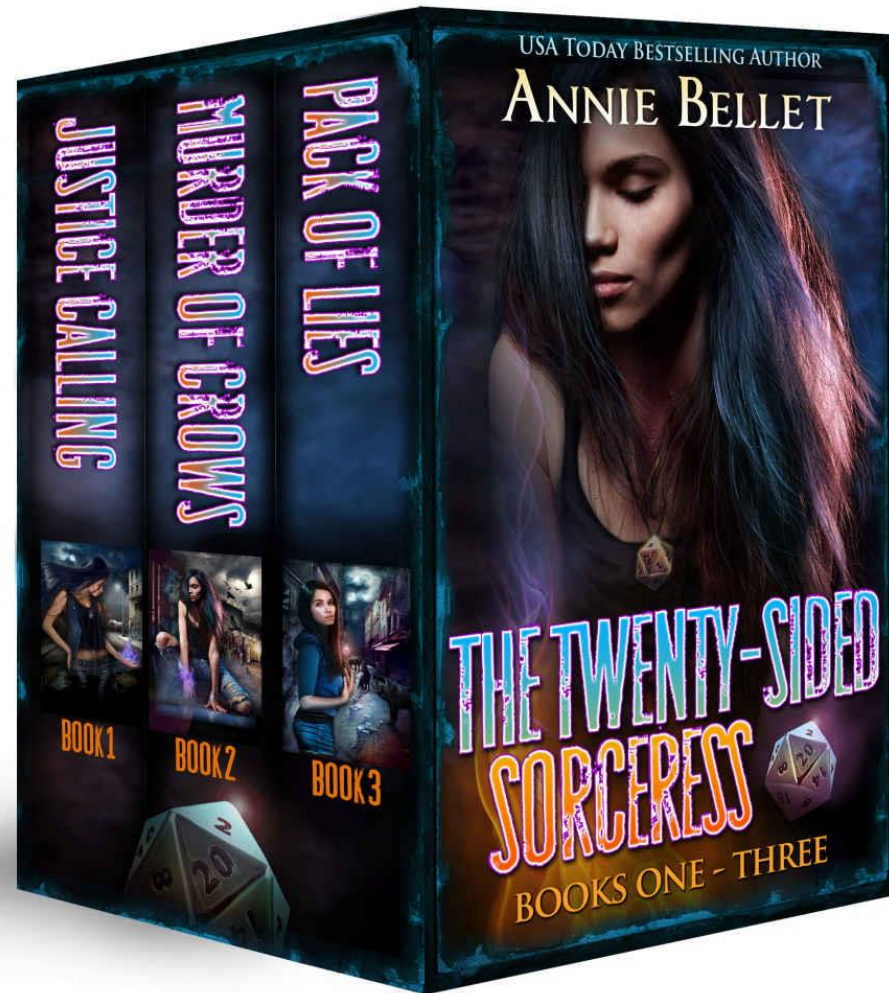
Four Key Considerations

Learn what they want ▶ Make it ▶ Go where they are ▶
Attract attention, make your offer ▶ Make exchange

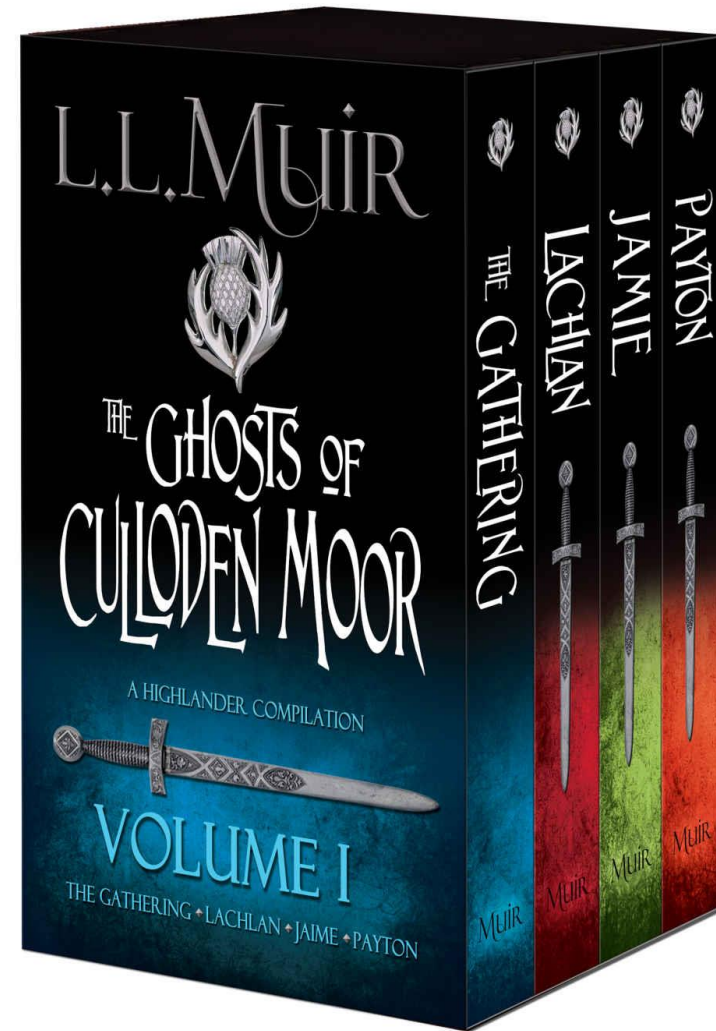
- Time
- Revenue
- Channel
- Control



Annie Bellet



L.L. Muir



L.L. Muir



What we're learning

1. Select a genre
2. Deliver the desired awesome for your genre
3. Deliver often
4. Deliver it in a series
5. Price right for your genre
6. Get great covers
7. Build your email list of fans

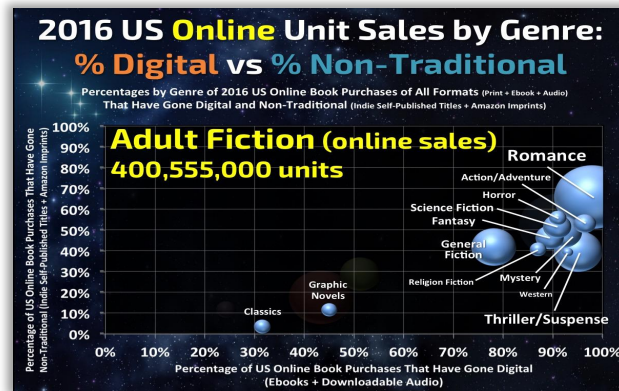
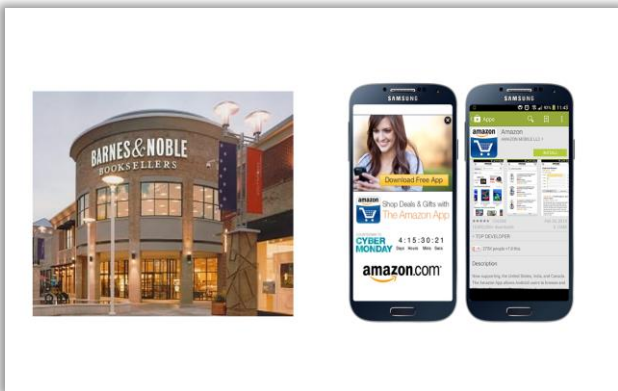
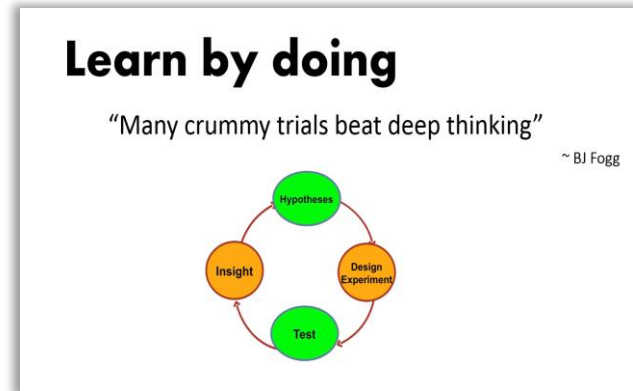


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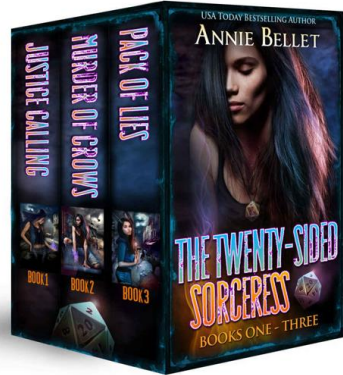


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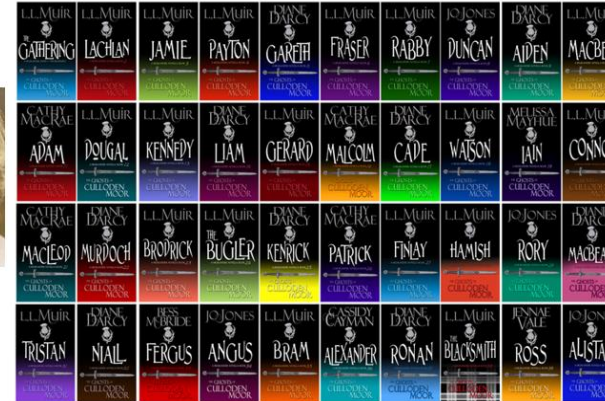
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Next steps

- **Download and review this presentation**

johndbrown.com

- **Learn the hows of indie publishing**

Let's Get Digital by David Gaughran (3rd edition)

- **Learn about traditional publishing contracts**

Kristine Rusch: grant of rights, royalties, reversion clause, termination clause, option clause, non-compete clause, agent clause, and agency agreements – [contracts and dealbreakers](#)

Limerick: Lynn

There was a young lady of Lynn,
Who was so uncommonly thin,
That when she assayed
To drink lemonade
She slipped through the straw and fell in.

Limerick: Ferris

There once was a lady named Ferris
Whom nothing could ever embarrass.
'Til the bath salts one day,
in the tub where she lay,
turned out to be Plaster of Paris.

Limerick: Max

An amoeba, named Max, and his brother
Were sharing a drink with each other;
In the midst of their quaffing,
They split themselves laughing,
And each of them now is a mother.

Limerick: Natchez

There was a young belle of old Natchez
Whose garments were always in patchez.
When comments arose
On the state of her clothes,
She replied, "When Ah itchez, Ah scratchez."

Limerick: Painter

A painter, who lived in Great Britain,
Interrupted two girls with their knittin'
He said, with a sigh,
"That park bench--well I
Just painted it, right where you're sittin.'"

Limerick: Dwight

There once was a runner named Dwight
Who could speed much faster than light.
He set out one day
In a relative way
And returned on the previous night.

Limerick: Kent

There was a young lady of Kent,
Whose nose was most awfully bent.
She followed her nose
One day, I suppose --
And no one knows which way she went.