

Indie

By John Brown



- I picked up this book for a little light reading over Christmas break and **couldn't put it down.**” —*Live Great*
- “My gosh what a story. **I was on the edge of my seat the whole book** and exhausted by the time it was over. Absolutely loved it even though **I need a nap now.**” —*Judy Glover*
- “**Couldn't put it down** and almost read straight thru” — *Mona Talbot*
- “**I could not put it down.**” — *Alan J Anderson*
- “Very well written fast moving and **hard to put down**” — *Amazon Customer*
- “Riveting **I did not put it down** until finished” — *Amazon Customer*
- “**Couldn't put it down.** Great story!” — *Kindle Customer*
- “Very well written. Realistic **I could not put the Kindle down**” — *Shorn*

- “It was **very difficult to put the book down.**” —*Amazon customer*
- “**You'd best find a comfortable chair** when you start because you won't get up until you're finished.” —*Seven Shinall*
- “I read in two days because **couldnt put it down**” —*Olga Platt*
- “**I could hardly wait** to go to the next page.” —*Edie English*
- “**Could not put** this book or "Bad Penny" down. Well worth the lost sleep” —*Carolyn*
- “~~Damn~~ **you John Brown.** The last half of this book was so good that I stayed up until midnight last night to finish it when I had to be up at 0400 this morning” —*Ian M.*
- “I had **trouble putting it down.**”
- “This truly is **a book that I couldn't put down** (much to my wife's displeasure” —*Dwight Diedricht*

★★★★★ **Five Stars**

please lord, don't let tom cruise play this character

Published 1 day ago by ridelife

Over 66%



The math

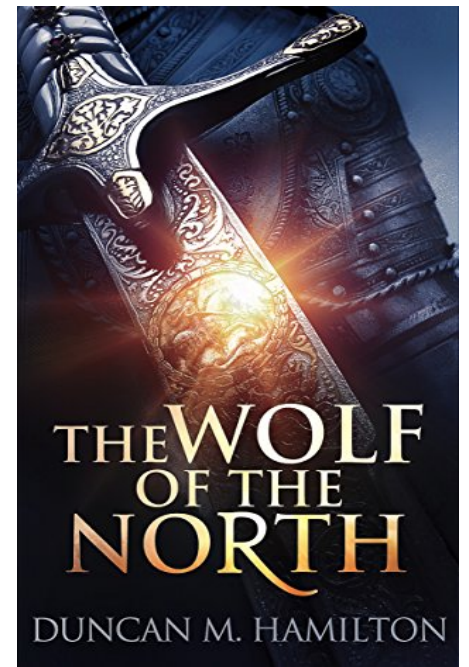
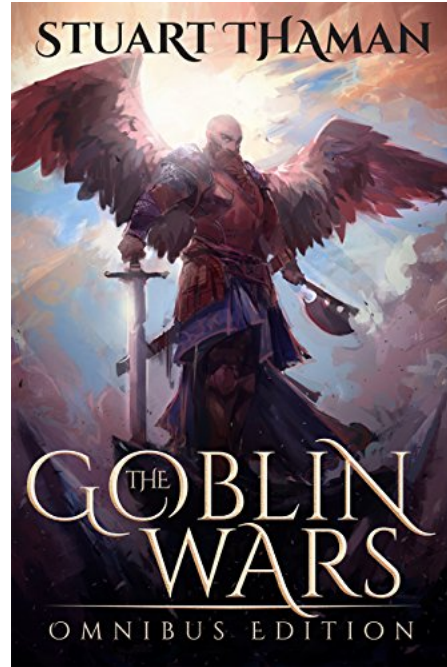
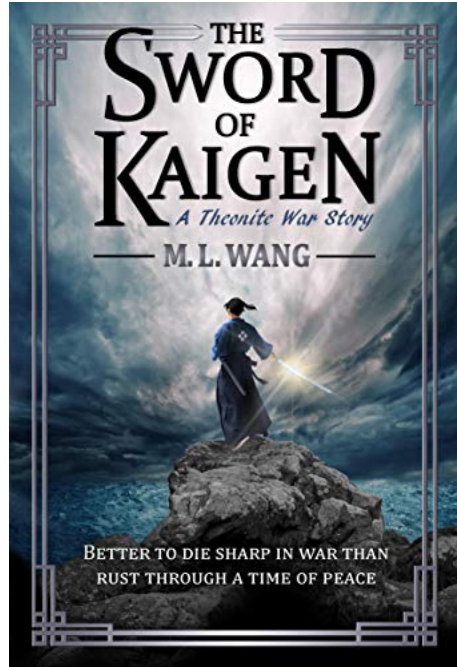
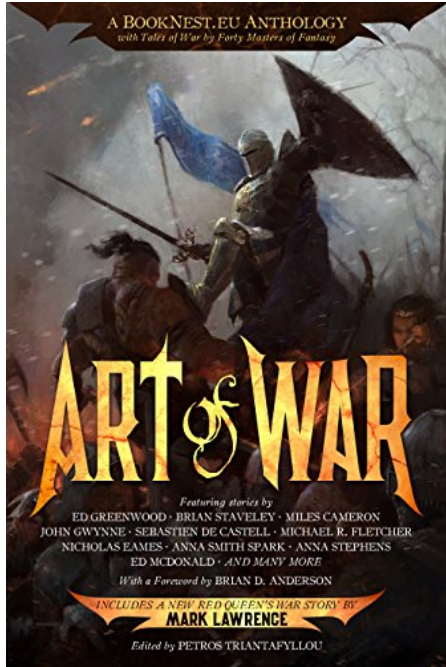
Publisher

- Paperback
 - 8% first 150,000
 - 10% rest
- eBook
 - 17.5%
- Hardback
 - 10% first 5,000
 - 12.5% next 5,000
 - 15% rest

Indie

- 70% of sales price

Method	Price	\$1,000
Pub Paperback	\$10.00	1,250
Pub eBook	\$10.00	571
Pub Hardback	\$25.00	400
Indie eBook	\$2.99	500
Indie eBook	\$3.99	364
Indie eBook	\$4.99	290



Tips

1. Focus on the readers you want to serve. Nothing else matters.
- 2.
- 3.
- 4.
- 5.



This is a Business

Show up dressed for the right game





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

A close-up photograph of a hand holding a single, light grey puzzle piece. The piece is held between the thumb and index finger. The word "Solution" is printed vertically in red on the left side of the piece. The background is a plain, light-colored surface.

Solution

A close-up photograph of a hand holding a single, light grey puzzle piece. The piece is held between the thumb and index finger. The words "Customer Want" are printed horizontally in blue on the right side of the piece. The background is a plain, light-colored surface.

**Customer
Want**

Tips

1. Focus on the readers you want to serve. Nothing else matters.
2. Know what business you're in – giving a guided experience
- 3.
- 4.
- 5.



Owner

Tips

1. Focus on the readers you want to serve. Nothing else matters.
2. Know what business you're in – giving a guided experience
3. Know your role – owner
- 4.
- 5.

3 Things

1. Production



2. Distribution

A screenshot of the Amazon Kindle Store page for the book "Bad Penny (Frank Shaw Book 1) Kindle Edition" by John D. Brown. The page shows the book cover, a 5-star rating with 585 customer reviews, and pricing options: Kindle at \$3.99, Audiobook at \$0.00, and Paperback at \$12.99. It also includes a description of the book as a thriller and a "Follow the Author" section for John D. Brown.

3. Marketing

A screenshot of the Amazon product page for the book "Slave, Warrior, Queen" by Morgan Rice. The page features the book cover, a promotional offer for "Free! \$0.99" available for a limited time, and buttons for purchase on Amazon, B & N, Apple, Google, and Kobo. The category is listed as Fantasy.

Tips

1. Focus on the readers you want to serve. Nothing else matters.
2. Know what business you're in – giving a guided experience
3. Know your role – owner
4. Get good at three things: production, delivery, marketing
- 5.

Tips

1. Focus on the readers you want to serve. Nothing else matters.
2. Know what business you're in – giving a guided experience
3. Know your role – owner
4. Get good at three things: production, delivery, marketing
5. There are no guarantees, but doing the above will increase your odds

Production

1. Learn what they want
2. Develop and write the ~~story~~ experience
3. Test
4. Edit
5. Format

Select a target

“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)

Pinpoint audience taste

“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*

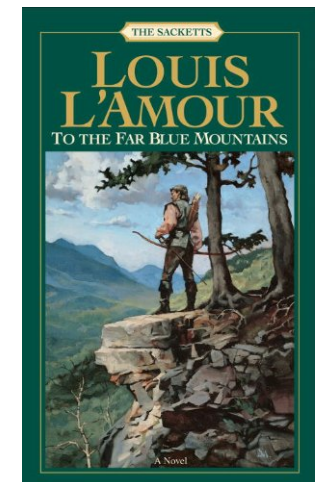
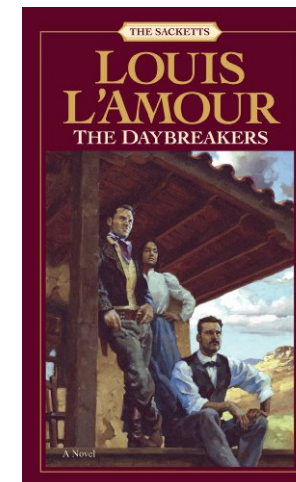
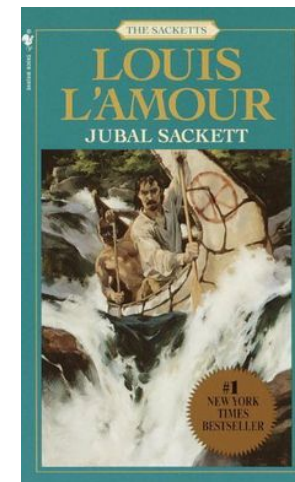
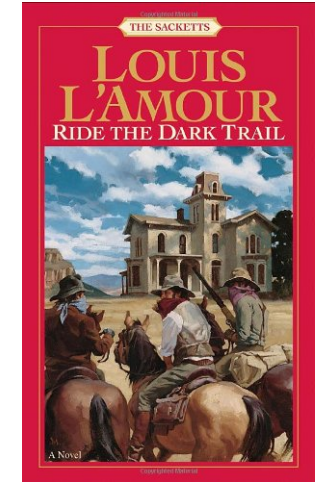
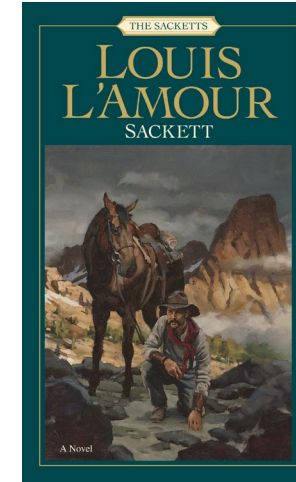
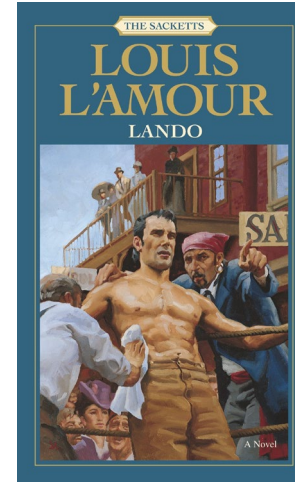
Selling Writer, p137)

Learn what they want

- **3 to 10 exemplars**
- **The genre experience**
 - Must-have moments and experiences
 - Beginnings, endings, setting, pace
 - Characters
 - Types of story problems (THOM)
- **You are the first reader**
 - A genre you love
 - Same but different
 - Your mix
 - Rule of cool

Develop and write the story experience

- The story you write trumps the story in your head
- Series
- Shorter is okay



Test and Edit it

- 3,000 words
- Wise readers
- Copy editor

Format

eBooks

Vellum, Calibre, Hire it out

Paper

Vellum, InDesign, Amazon, Hire it out

Distribution

1. Amazon (print too)
2. iTunes
3. Barnes&Noble (print too)
4. Kobo (includes Wal-mart)
5. Google Play
6. Audible (audio)
7. Draft2Digital (includes others)
8. Your own website

Marketing

1. Attract attention
2. Make offer
3. Call to action

Marketing methods

- Big 5 – your offer
- At point of sale
- Targeted advertising
- Direct connection
- Author groups

The Big 5 (your offer)

- Cover
- Tagline
- Description
- Proof
 - Blurbs
 - Reviews
 - Sample
- Price

Look inside ↴

Awful Intent (Frank Shaw Book 2) Kindle Edition
by John D. Brown (Author)
★★★★☆ 243 customer reviews
Book 2 of 2 in Frank Shaw (2 Book Series)

> See all 4 formats and editions

Kindle \$3.99	Paperback \$12.99 ✓prime	Mass Market Paperback \$19.74
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Read with Our Free App 2 Used from \$9.39 5 Used from \$19.09
1 New from \$12.99 6 New from \$19.03

Murder in the desert. He could have looked the other way, but Frank Shaw isn't that kind of guy.

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.

He could turn his back, but turning isn't in Frank's nature. Not when the murderous crew begins to hunt him. Not when the sheriff seems to be helping them. And especially not when he discovers the plot is far bigger and more deadly than he could have imagined.

Another fast-moving, action-packed, roller-coaster of suspense from John D. Brown. Fans of Lee Child, Robert Crais, and Burn Notice will be delighted by the action, characters, and high-stakes twists.

Follow the Author

 John D. Brown + Follow

At point of sale

- Key words
- Categories

The goal is to make it easy to find and search

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

- Any Department
- Kindle Store
- Kindle eBooks
- Science Fiction & Fantasy
 - Fantasy
 - Action & Adventure
 - Alternative History
 - Anthologies & Short Stories
 - Arthurian
 - Christian Fantasy
 - Classics
 - Coming of Age
 - Dark Fantasy
 - Dragons & Mythical Creatures
 - Epic
 - Fairy Tales
 - Gaslamp
 - Historical
 - Humorous
 - LGBT
 - Metaphysical & Visionary
 - Military
 - Myths & Legends
 - New Adult & College
 - Paranormal & Urban
 - Romantic
 - Superhero
 - Sword & Sorcery
 - TV, Movie, Video Game

Best Sellers in Epic Fantasy

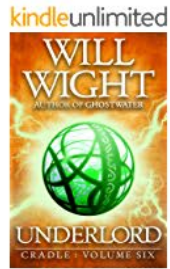
Top 100 Paid Top 100 Free

#1



Prism Cloud (Harbinger Book 4)
› Jeff Wheeler
★★★★☆ 4
Kindle Edition
\$6.99

#2



Underlord (Cradle Book 6)
› Will Wight
★★★★★ 344
Kindle Edition
\$5.99

#3



Awaken Online: Dominion
› Travis Bagwell
★★★★★ 80
Kindle Edition
\$6.99

#4



The Elven (The Saga of the Elven Book 1)
› Bernhard Hennen
★★★★☆ 951
Kindle Edition
\$3.99

#5



Storm Glass (Harbinger Book 1)
› Jeff Wheeler
★★★★★ 621
Kindle Edition
\$4.99

#6



Occultist (Saga Online #1) - A Fantasy LitRPG
› Oliver Mayes

#7



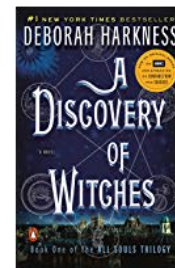
Apprentice of Magic (The Fairy Tale Enchantress...)
› K. M. Shea

#8



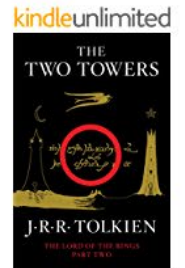
The Wings of War Boxset: Books 1 - 4
› Bryce O'Connor

#9



A Discovery of Witches: A Novel (All Souls...)
› Deborah Harkness

#10



The Two Towers: Being the Second Part of The...
› J.R.R. Tolkien

Targeted advertising

- Amazon Marketing Services ads
- Bookbub et al
- Kobo promotions
- Barnes&Noble promotions
- Facebook ads

The goal is to entice them to click to store

Follow the Author



M. L. Spencer

+ Follow

< Read more

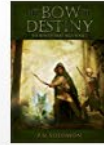
Length: 1953 pages

Word Wise: Enabled

Enhanced Typesetting: Enabled

Page Flip: Enabled

Haunted by his past. Hunted in the present. Uncertain what is real. Athson's destiny is both inconvenient and unavoidable.



The Bow of Destiny (The Bow of Hart Saga Book 1) by P. H. Solomon

★★★★☆ 72

\$0.99 | Kindle Edition

Shop now

Ad feedback

Give as a gift or purchase for a team or group. Learn more

Quantity: 1

Buy for others

Send a free sample

Deliver to:

John's Kindle Cloud Reader

Add to List

Enter a promotion code or Gift Card

Share



Customers who bought this item also bought

Page 1 of 13

kindleunlimited



The Dark Citadel: The Complete Series by Michael Wallace

kindleunlimited



The Wings of War Boxset: Books 1 - 4 by Bryce O'Connor

kindleunlimited



Ascension: The Complete Trilogy by Justin DePaoli

kindleunlimited



The Mage Chronicles Box Set (Books 1-4) by Joanna Mazurkiewicz

kindleunlimited



Immortality and Chaos: The Complete Epic Pentalogy by Eric T Knight

kindleunlimited



The Dragon Songs Saga Box Set: The Complete Epic Quartet by JC Kang

kindleunlimited

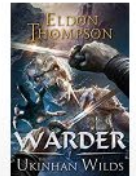


Box Set: The Dragon Sea Chronicles by Brian Ference

kindleunlimited



Rogues of Magic: (A Tale of the Dwemhar Trilogy) by J.T. Williams



The Ukinhan Wilds (Warder Book 1) by Eldon Thompson

Sponsored products related to this item

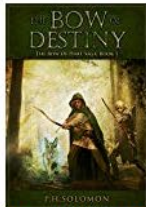
Page 1 of 82



Immortality and Chaos:



Titanborn: (Children of



The Bow of Destiny (The



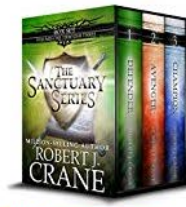
The Dragon Songs Saga



The Dragon's Blade



The Sword of Kaien: A



The Sanctuary Series,



The Last Librarian: A

Ad feedback



BookBub <info@bookbub.com>

theman@johndbrown.com

7:30 AM

Your ebook bargains for Tuesday

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

BookBub

Your Deals



Fire & Shadow

By T.G. Ayer

Sixteen-year-old Maya Rao doesn't believe in gods, goddesses, and demons — until she accidentally discovers her own ability to wield the fire of Kali, a powerful goddess. And newcomer Nik Lucas definitely knows more than he's letting on... A thrilling urban fantasy and coming-of-age tale!

Free! ~~\$3.99~~

[Barnes & Noble](#)

[Apple Books](#)

[Google](#)

[Kobo](#)

Teen and Young Adult



A Quest of Heroes

By Morgan Rice

With over 3,700 five-star ratings on Goodreads: Follow Thorgrin as he struggles to become a warrior and understand his extraordinary powers in this breathtaking epic full of draoons, sorcerers, and court intrigue!

Direct connection

- Email list
- Website
- Front matter
- Back matter

The goal is to entice them to click to store or join list

Author groups

- Anthologies
- Cross-promotion
- Joint series

The goal is to entice them to click to store

All roads lead to a sales page

Bookbub

AMS ads

Newsletter*

Joint series

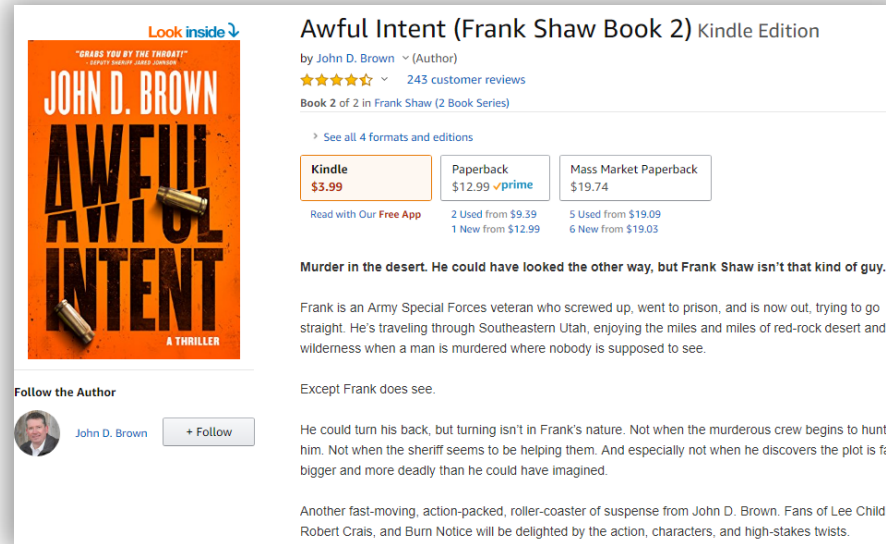
Anthologies

Bookgorilla

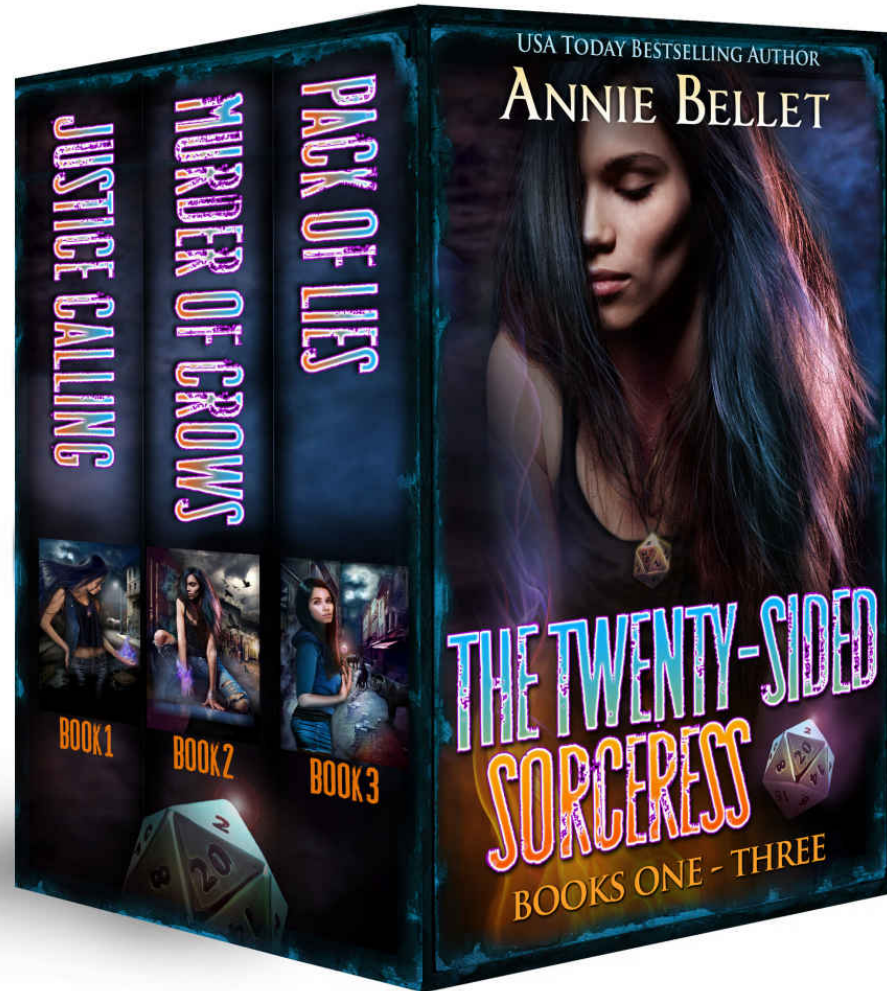
Facebook ads

Back matter

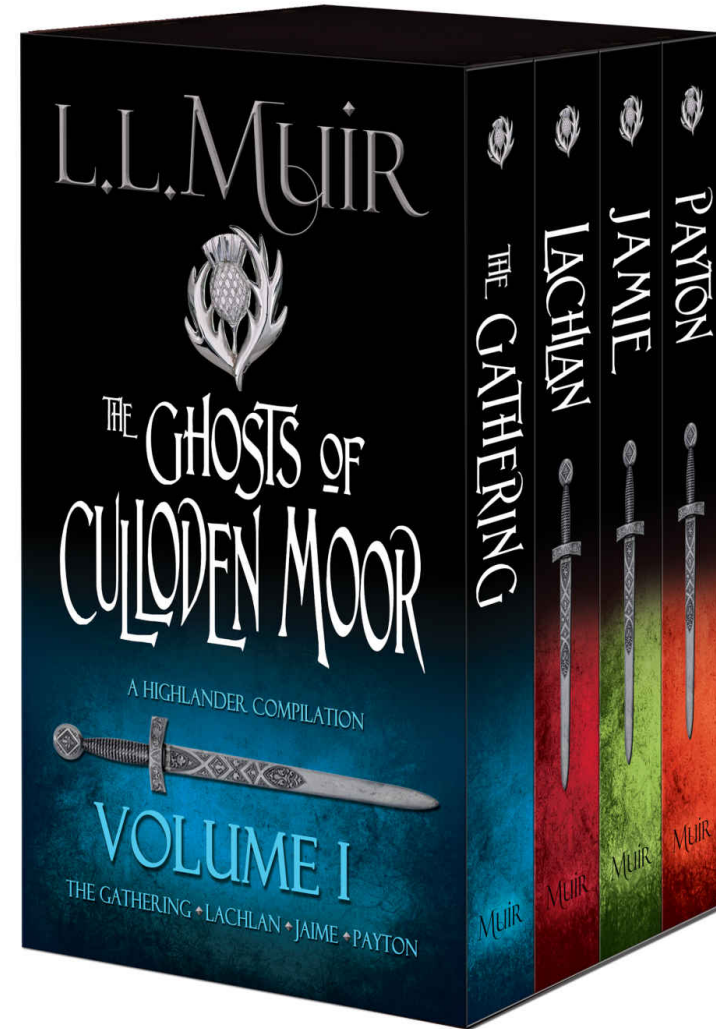
Website



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 for that genre
7. Write great description
8. Market intelligently
9. Build your email list of fans



Over 66%



The math

Publisher

- Paperback
 - 8% first 150,000
 - 10% rest
- eBook
 - 17.5%
- Hardback
 - 10% first 5,000
 - 12.5% next 5,000
 - 15% rest

Method	Price	\$1,000
Pub Paperback	\$10.00	1,250
Pub eBook	\$10.00	571
Pub Hardback	\$25.00	400
Indie eBook	\$2.99	500
Indie eBook	\$3.99	364
Indie eBook	\$4.99	290

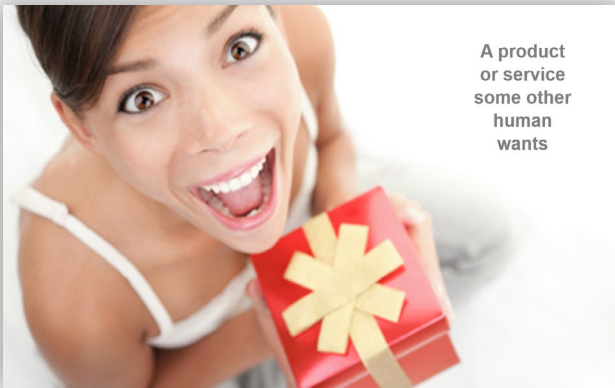
Indie

- 70% of sales price



This is a Business

Show up dressed for the right game



A product or service some other human wants



Owner

3 Things

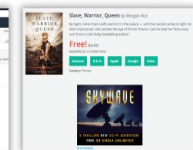
1. Production



2. Distribution



3. Marketing



Tips

1. Focus on the readers you want to serve. Nothing else matters.
2. Know what business you're in – giving a guided experience
3. Know your role – owner
4. Get good at three things: production, delivery, marketing
5. There are no guarantees, but doing the above will increase your odds

Production

1. Learn what they want
2. Develop and write the story experience
3. Test
4. Edit
5. Format

Distribution

1. Amazon (includes paper)
2. iTunes
3. Barnes&Noble
4. Kobo (includes Wal-mart)
5. Google Play
6. Audible (audio)
7. Draft2Digital (includes others)
8. Your own website

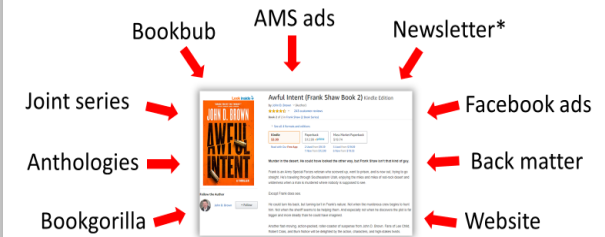
Marketing

1. Attract attention
2. Make offer
3. Call to action

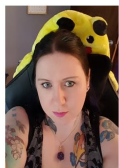
Marketing methods

- Big 5 – your offer
- At point of sale
- Targeted advertising
- Direct connection
- Author groups

All roads lead to a sales page



Annie Bellet



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What we're learning

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9. Build your email list of fans





**get in
have fun**

Next steps

Download and review this presentation

johndbrown.com

Learn hows of indie publishing

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

Write to Market by Chris Fox

Become a Successful Indie Author by Craig Martelle

The Copyright Handbook by Stephen Fishman

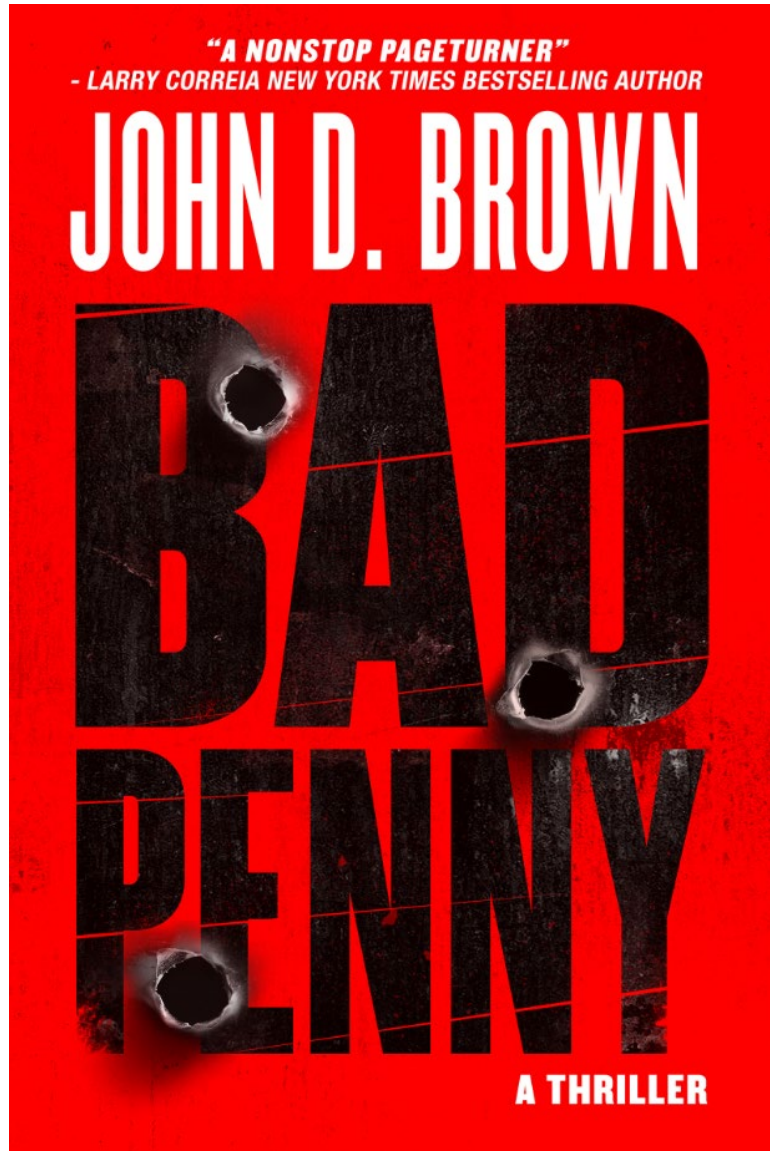
Learn about traditional publishing contracts

Kristine Rusch: [contracts and dealbreakers](#)

Kirsch's Guide to the Book Contract by Jonathan Kirsch



Go forth and kick butt



The ex-con
The accountant
And the woman in the trunk

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

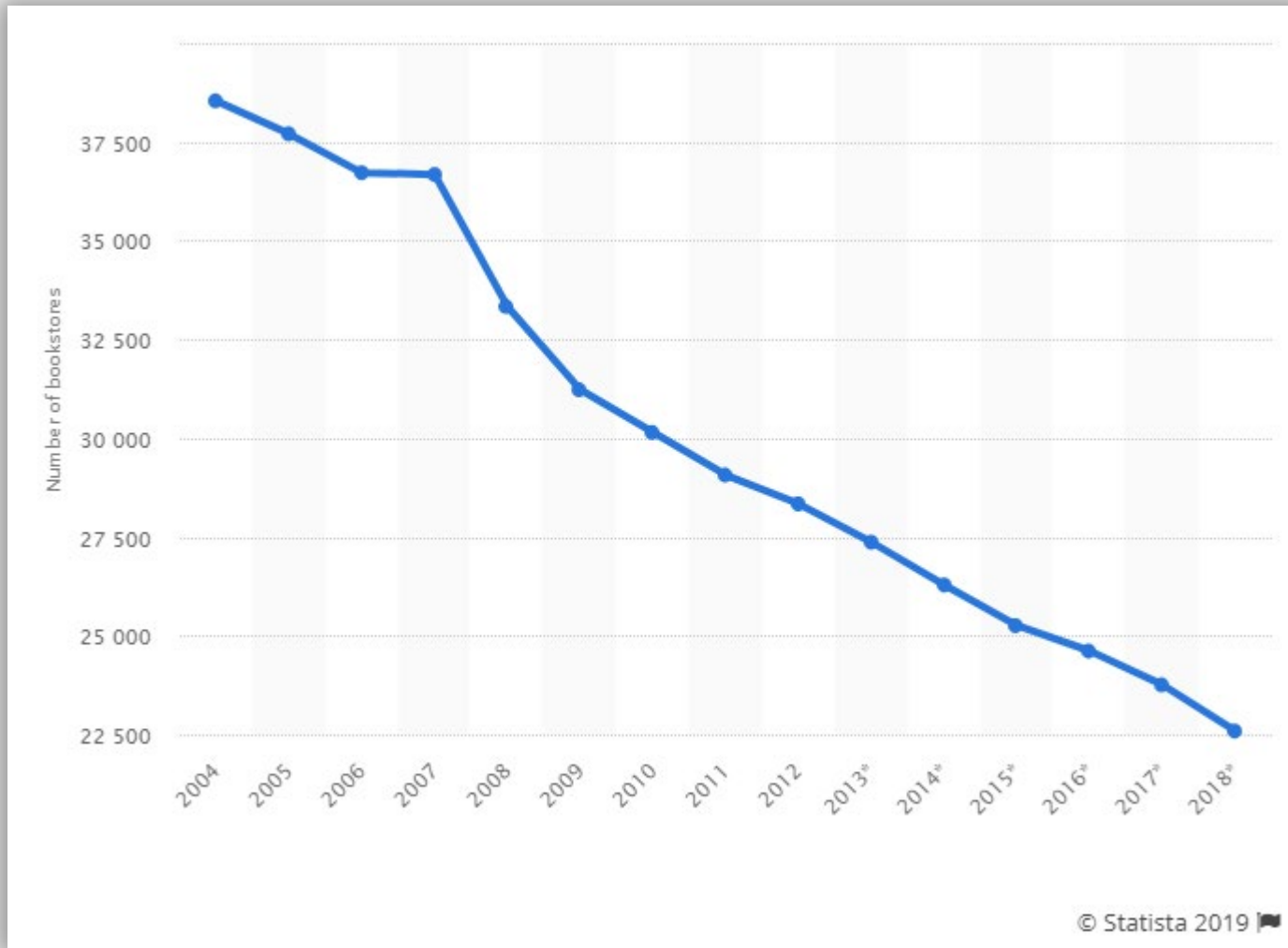
There was a young lady of Kent,
Whose nose was most awfully bent.
She followed her nose
One day, I suppose --
And no one knows which way she went.

Amazon all the while has managed to **take almost 50 percent of new book sales**, according to Codex Group, a book audience research firm...

"This is a very fragile industry now," Codex Group CEO Peter Hildick-Smith said. "Our data is suggesting a lot of the books business today is behind the Amazon curtain." He said **more than two-thirds of all books sold on a unit basis are now transacted online.**

("This holiday season could seal Barnes & Noble's fate as the bookseller considers selling itself", 10/13/18, CNBC.com)

Number of bookstores in the United States from 2004 to 2018



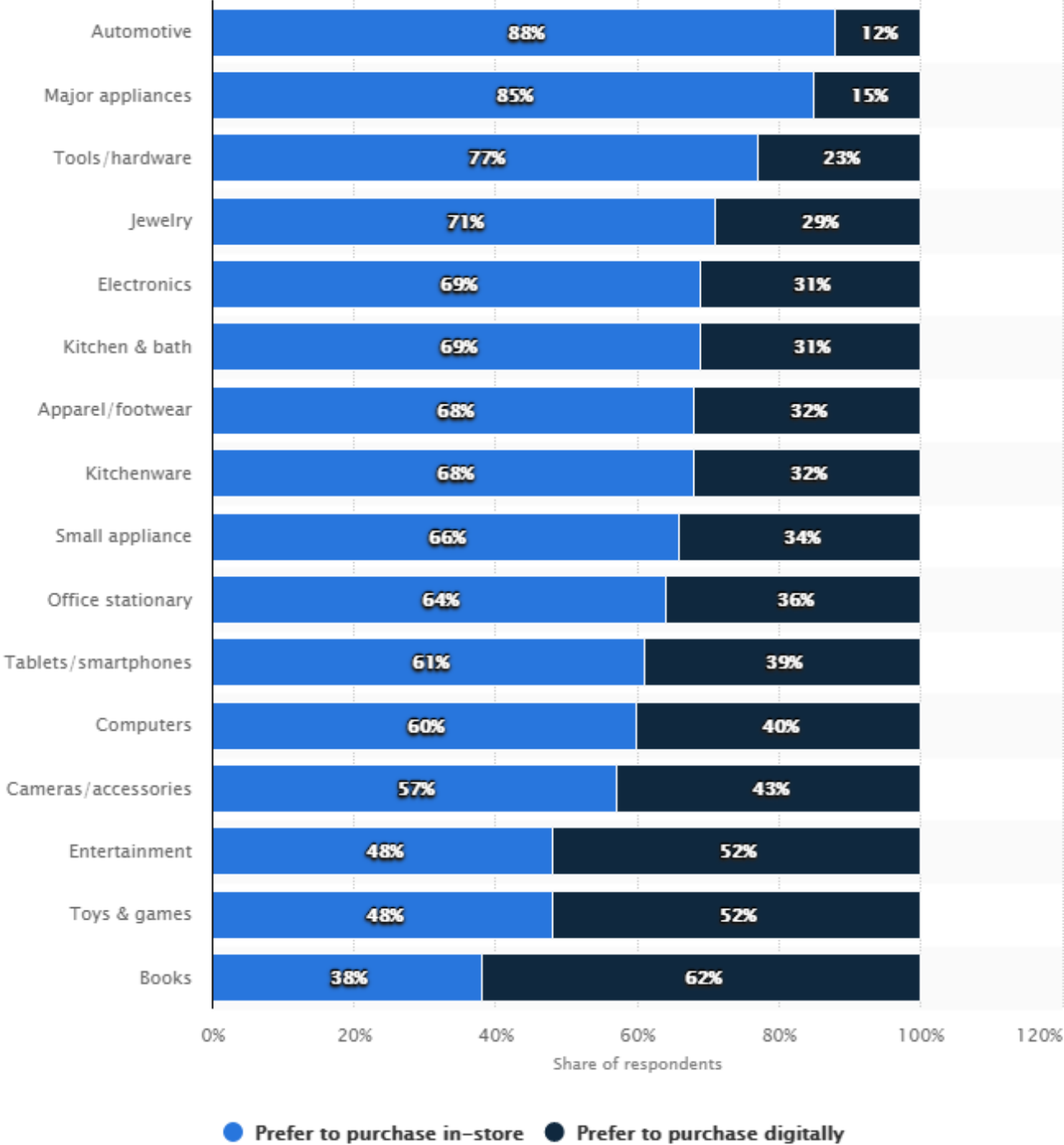
The number of books published annually has increased by around 1,000% in the last decade while the [number of bookstores](#) in the United States has shrunk by 31%.

Online sales exceeded physical retail revenue for US book publishers in 2013

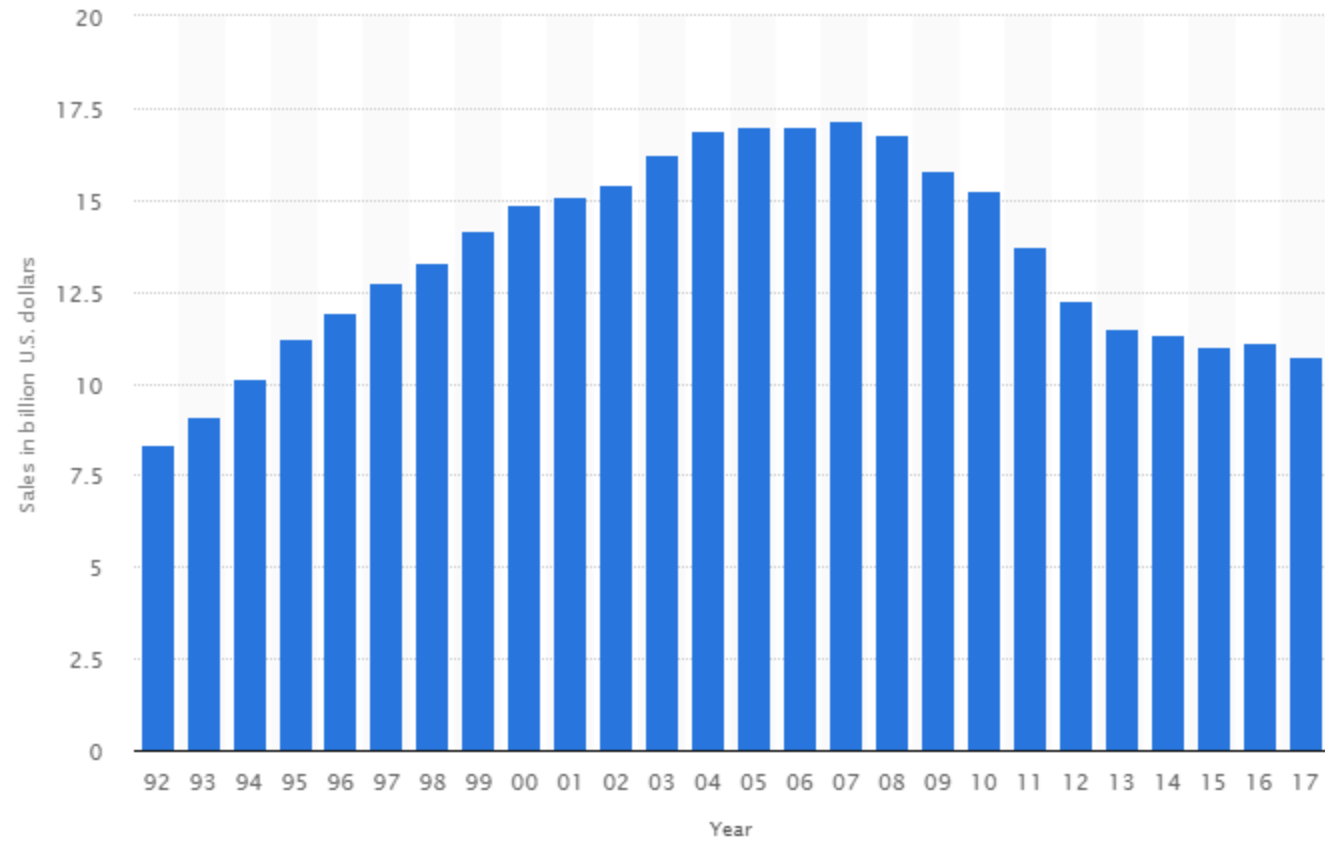
<https://www.geekwire.com/2014/online-book-sales-physical-stores/>

Online vs. in-store shopping preferences of consumers in the United States as of February 2017, by product category

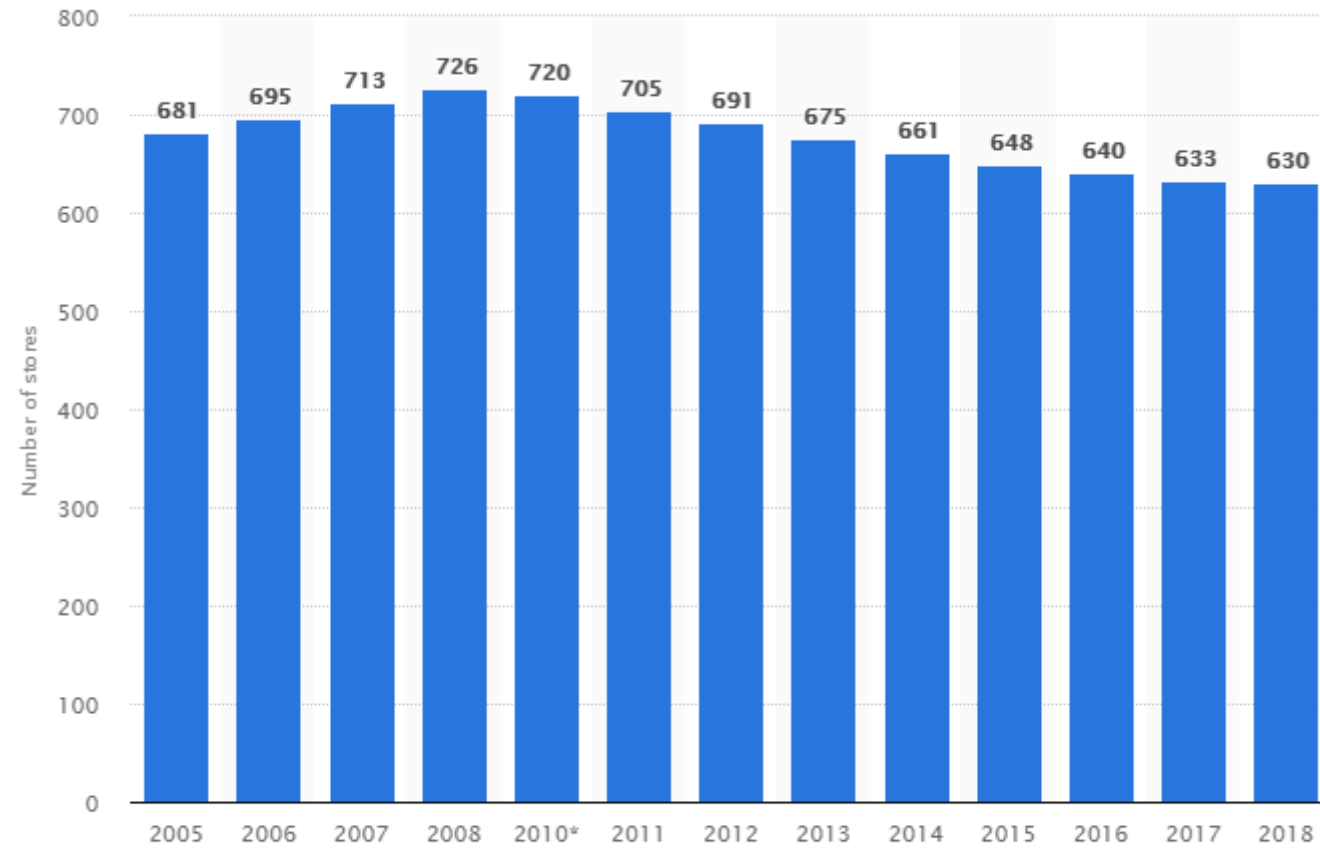
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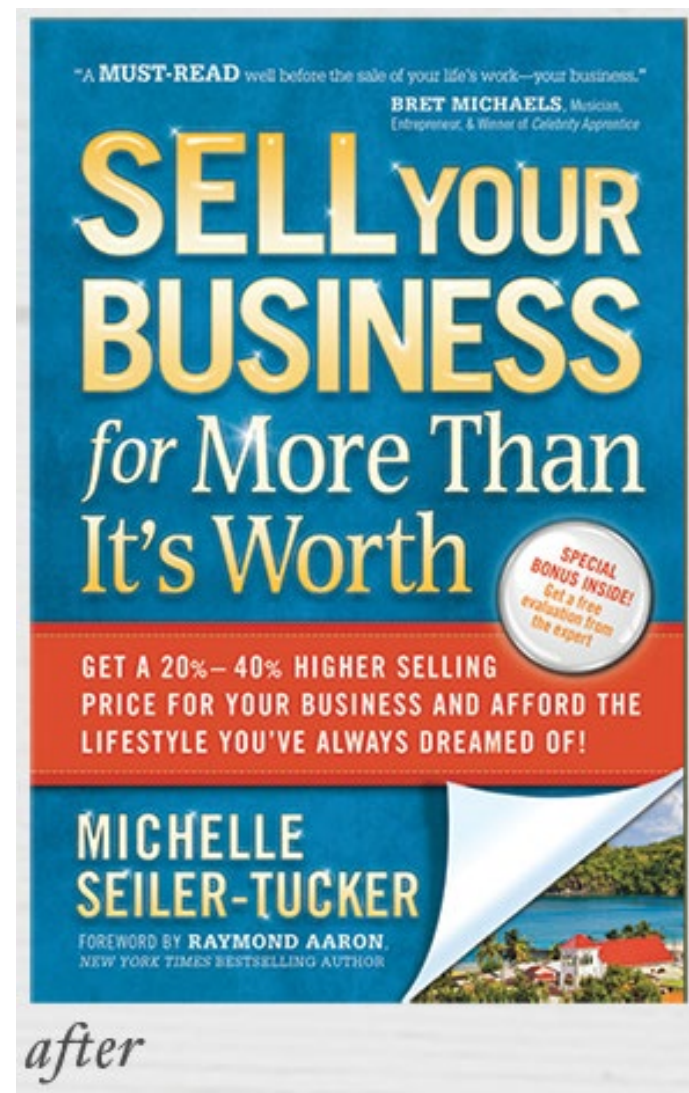
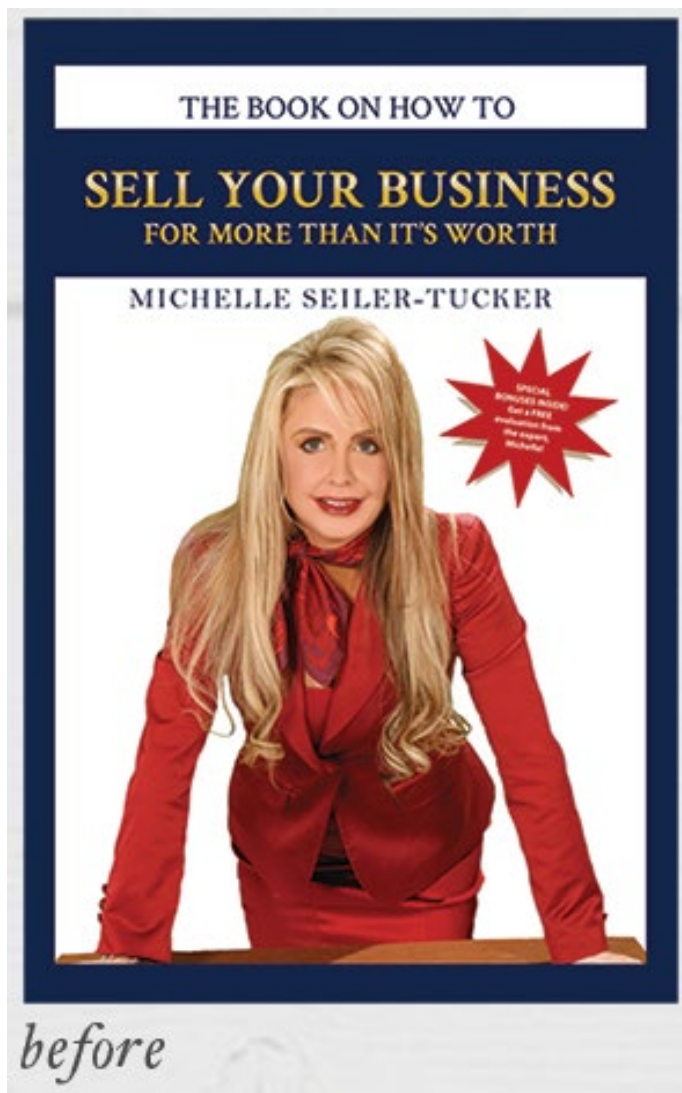
Book store sales in the United States from 1992 to 2017 (in billion U.S. dollars)



Number of Barnes & Noble stores from fiscal year 2005 to fiscal year 2018







The Smallest Horse

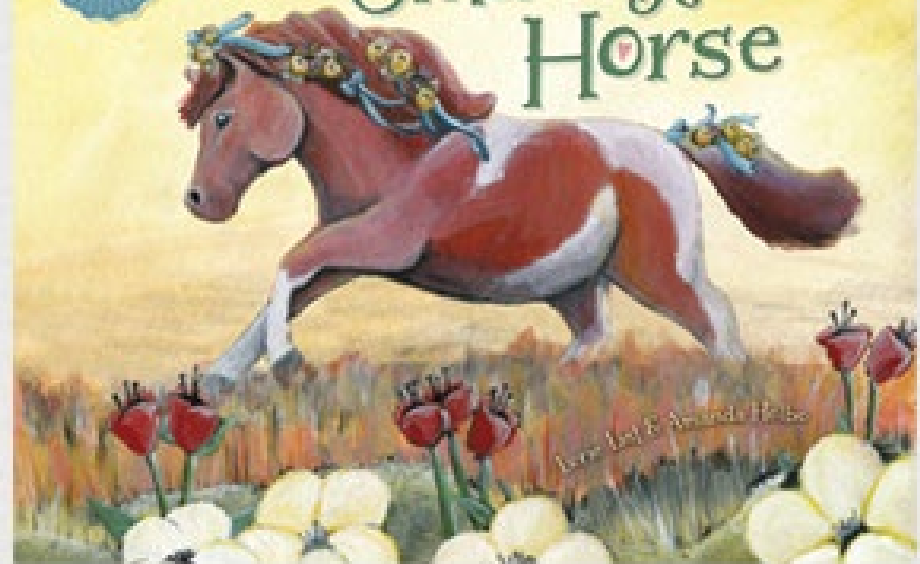


by Lorie List and Amanda Holbo

before

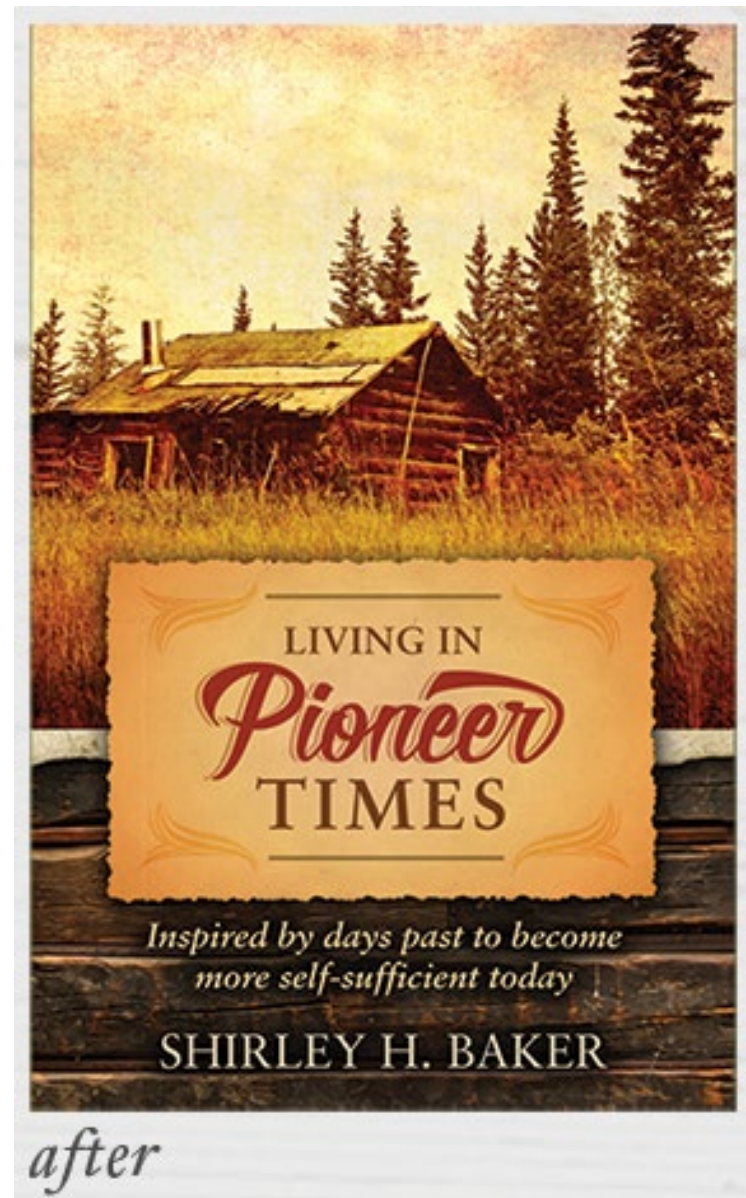
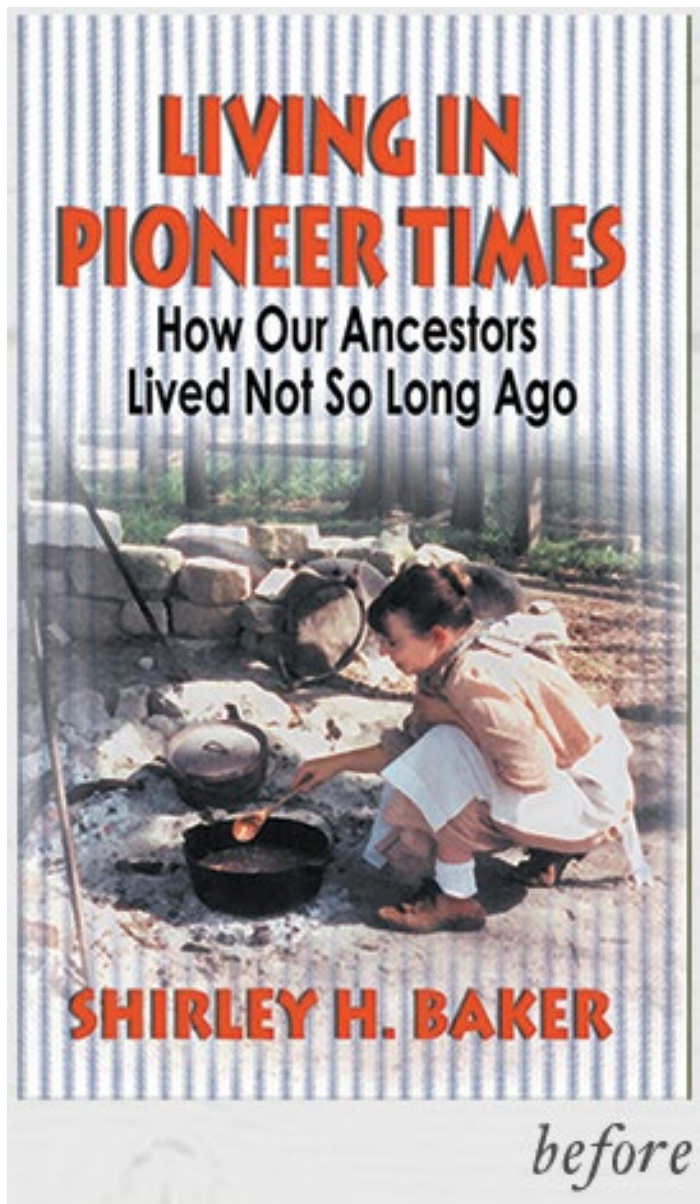


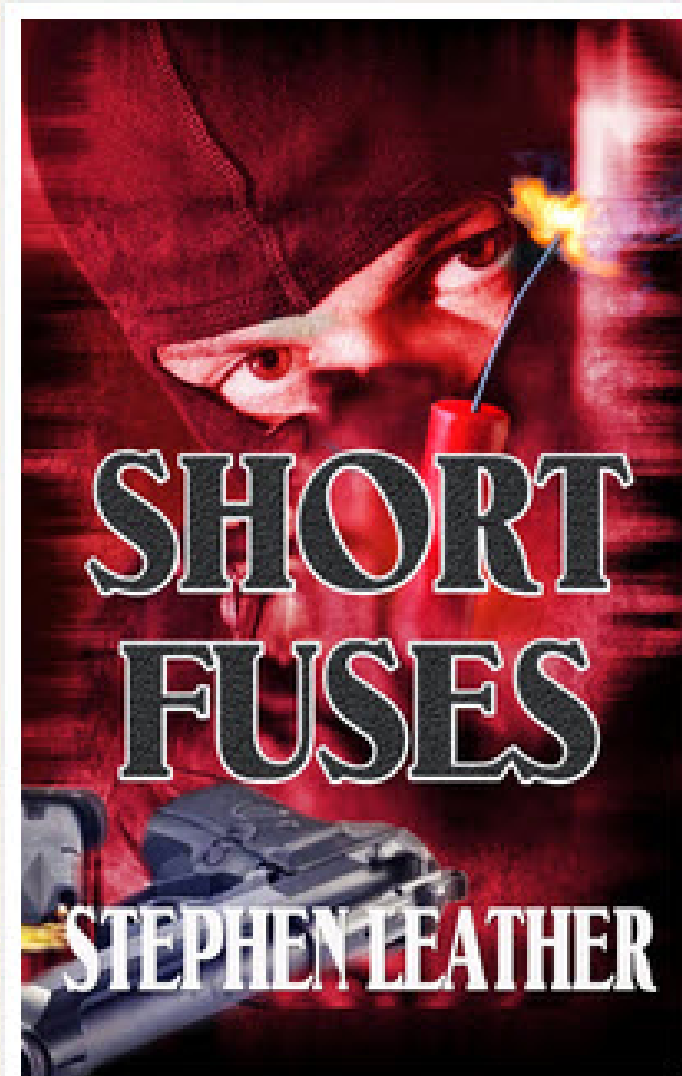
The Smallest Horse



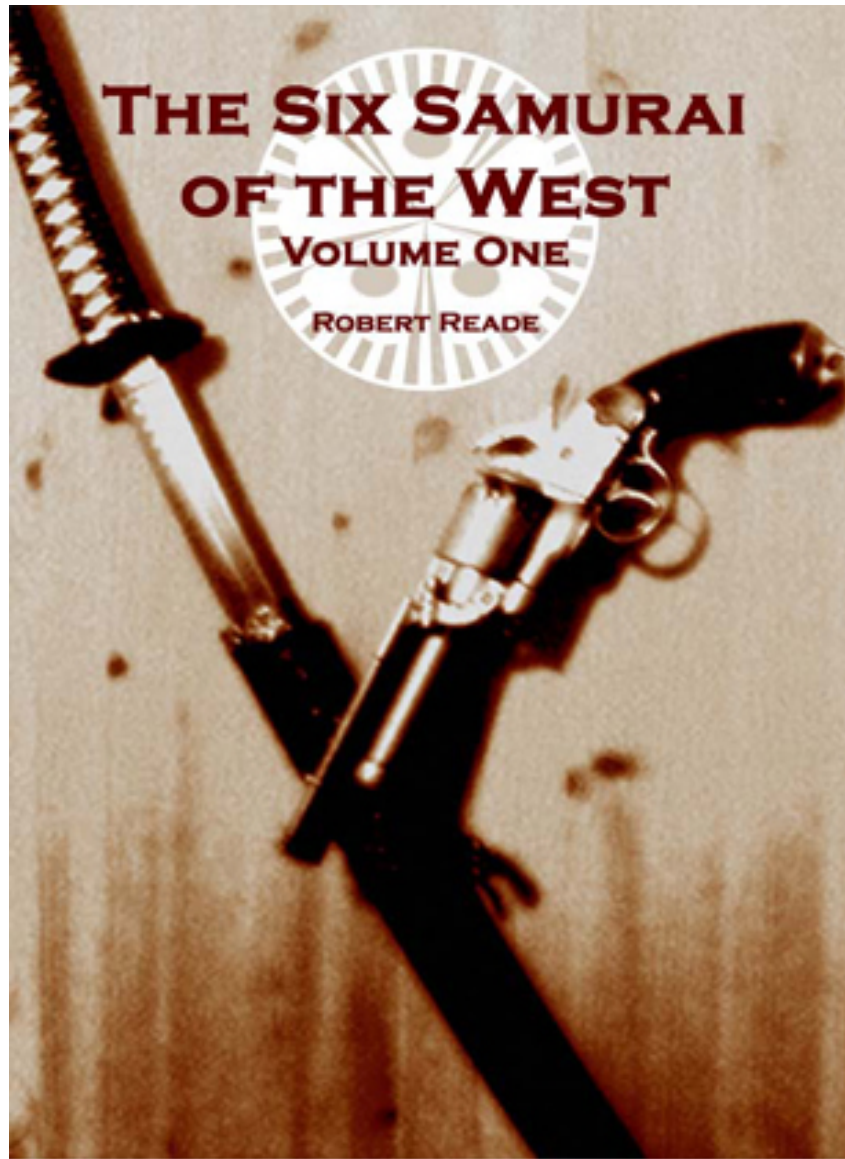
Lorie List & Amanda Holbo

after

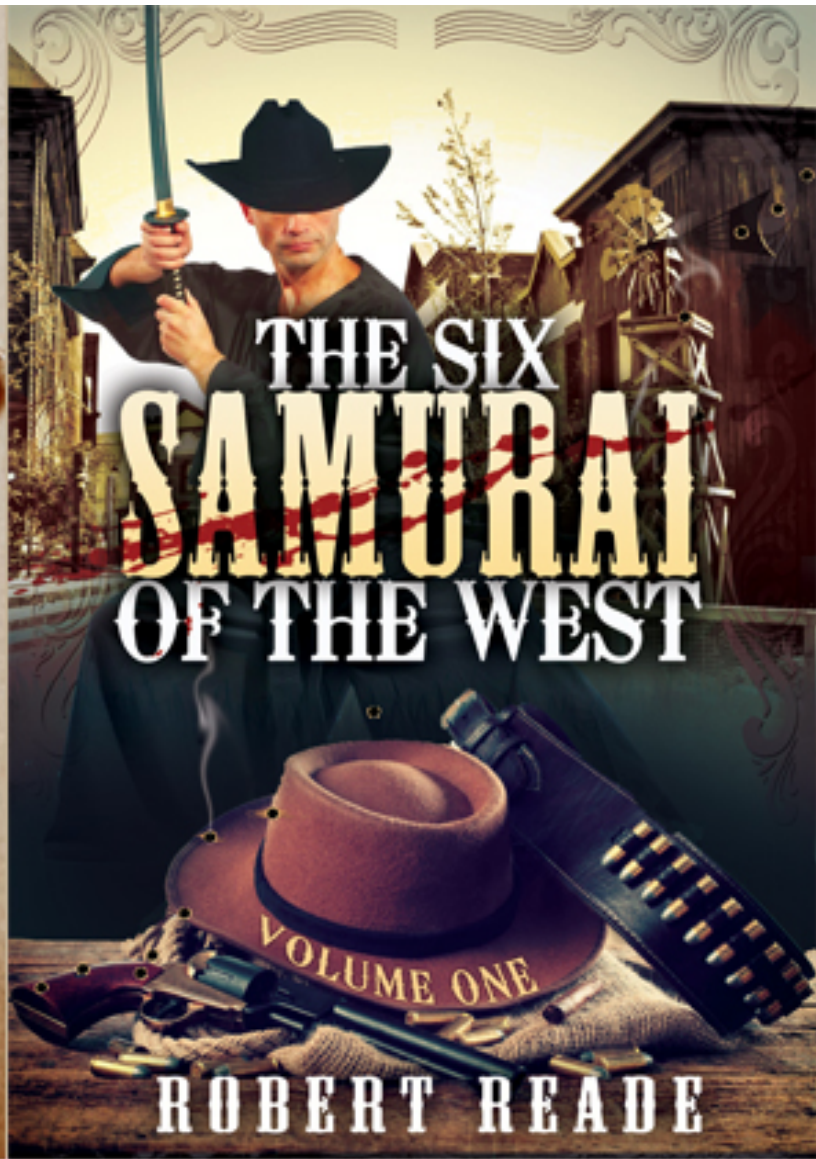




50% more sales



BEFORE



AFTER

Doubled sales

THE LOST KING: RESISTANCE

Martin Lake



The Battle of Hastings
is over.
The Battle for England
is about to begin.

BEFORE

THE LOST KING BOOK ONE

RESISTANCE



The battle of Hastings is over.
The Battle for England is about to begin.

MARTIN LAKE

AFTER

Tripled sales

Learn by doing

“Many crummy trials beat deep thinking”

~ BJ Fogg

