• 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 couldn't 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

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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
Customer Want

Solution
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.
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.
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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.
Tips

1. Focus on the readers you want to serve. Nothing else matters.
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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

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)

- Kindle $5.99
- Paperback $12.99
- Mass Market Paperback $19.74

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 travelling 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.
At point of sale

• Key words
• Categories

The goal is to make it easy to find and search
Amazon Best Sellers

Best Sellers in Epic Fantasy

Top 100 Paid  Top 100 Free

1. PRISM CLOUD (Heringer Book 4) by Jeff Wheeler
   Kindle Edition: $6.99
   Kindle Unlimited

2. WILL WIGHT (Cradle Book 6) by Will Wight
   Kindle Edition: $5.99
   Kindle Unlimited

3. UNDERLORD (Cradle Book 6) by Travis Bagwell
   Kindle Edition: $6.99
   Kindle Unlimited

4. THE ELVEN (The Saga of the Elven Book 1) by Bernhard Hennen
   Kindle Edition: $3.99
   Kindle Unlimited

5. STORM GLASS (Heringer Book 1) by Jeff Wheeler
   Kindle Edition: $4.90
   Kindle Unlimited

6. OCCULTIST (Saga Online #1) - A Fantasy LitRPG by Oliver Mayes
   Kindle Unlimited

7. APPRENTICE OF MAGIC (The Fairy Tale Enchantress Series Book 1) by K. M. Shea
   Kindle Unlimited

8. THE WINGS OF WAR ROSET: BOOKS 1-4 by Bryce O'Connor
   Kindle Unlimited

9. A DISCOVERY OF WITCHES: A NOVEL (All Souls... by Deborah Harkness
   Kindle Unlimited

10. THE TWO TOWERS: BEING THE SECOND PART OF THE... by J.R.R. Tolkien
    Kindle Unlimited
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
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 dragons, 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
L.L. Muir

The Ghosts of Culloden Moor
A Highlander Compilation
Volume I

The Gathering • Lachlan • Jaime • Payton
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
This is a Business

Show up dressed for the right game

Over 66%

The math

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Method: 70% of sales price

A product or service some other human wants

3 Things

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2. Distribution
3. Marketing
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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
Bookbub
AMS ads
Newsletter*
Joint series
Facebook ads
Anthologies
Back matter
Bookgorilla
Website

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
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."
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)
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

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

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

- 2005: 681
- 2006: 695
- 2007: 713
- 2008: 726
- 2009: 720
- 2010: 705
- 2011: 691
- 2012: 675
- 2013: 661
- 2014: 648
- 2015: 640
- 2016: 633
- 2017: 630

© Statista 2019
The Smallest Horse

by Lorie List and Amanda Holbo

before

after
Tripled sales
Learn by doing

“Many crummy trials beat deep thinking”

~ BJ Fogg