

Indie Publishing 101



By John D. Brown



The math

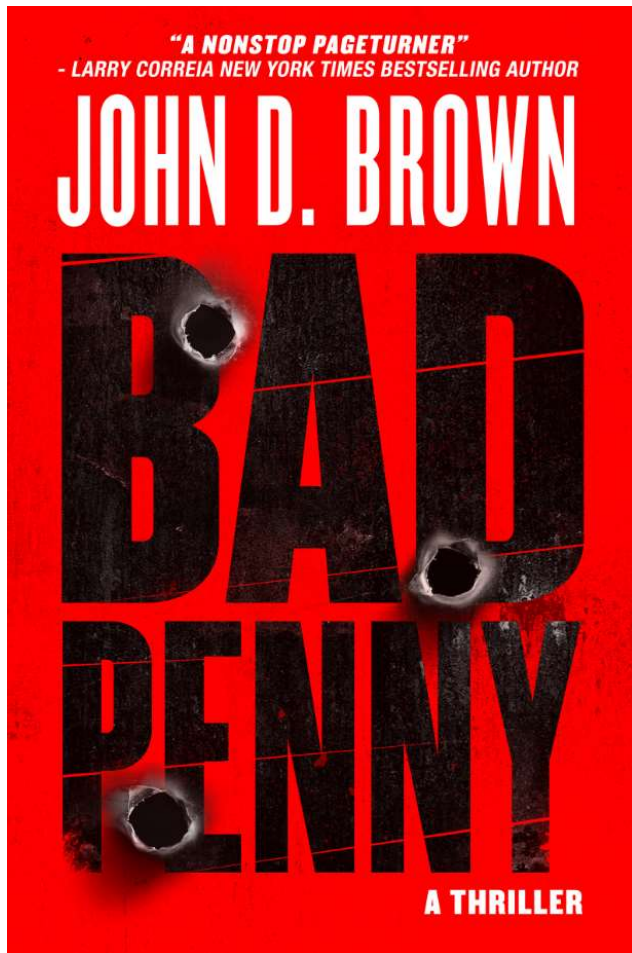
Publisher

- 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



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

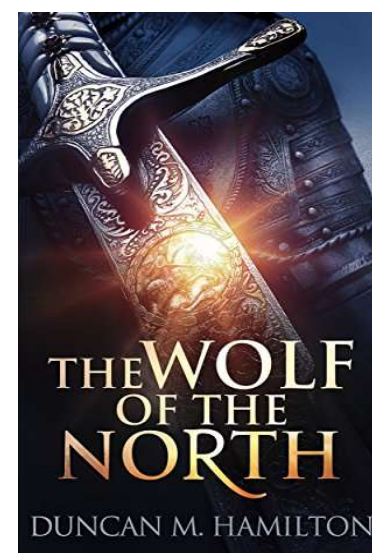
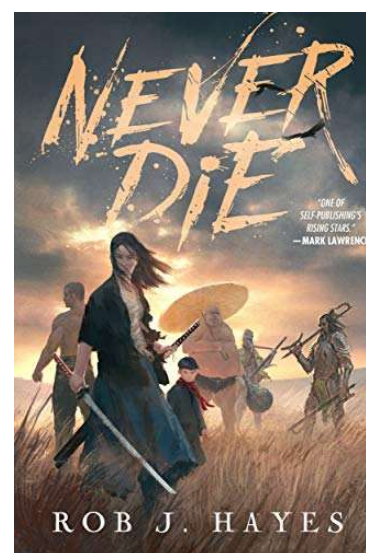
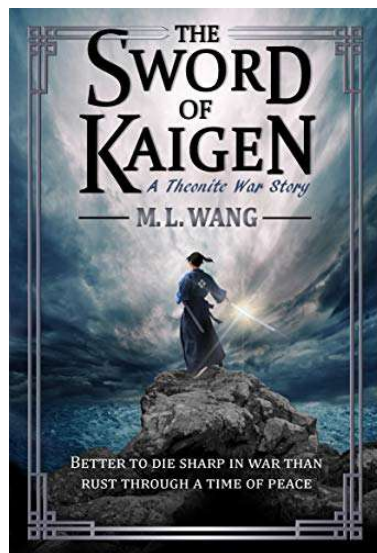
- I picked up this book for a little light reading over Christmas break and **couldn't put it down.**” —*Live Great*
- “My gosh what a story. **I was on the edge of my seat the whole book** and exhausted by the time it was over. Absolutely loved it even though **I need a nap now.**” —*Judy Glover*
- “**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%



#1 There are no guarantees...

but you **CAN** increase your odds



#2 This is a Business



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



A story is...

A guided experience



(think genre)

The trick for the writer

“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)

Target a small fraction

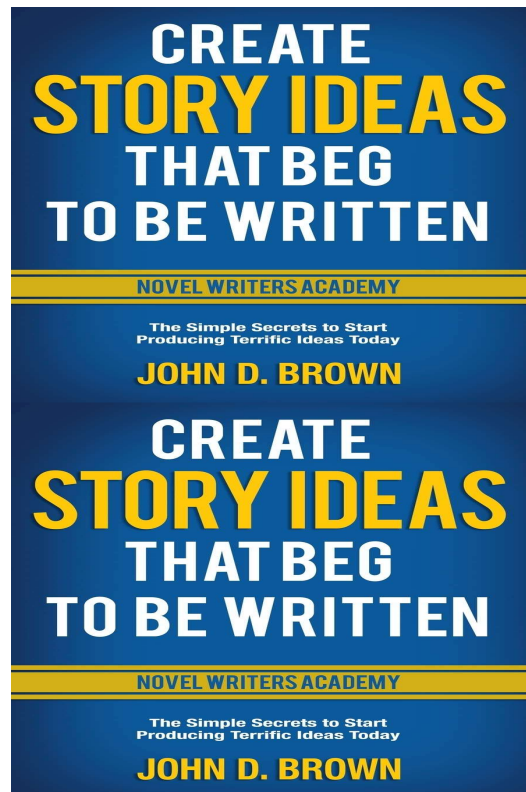
“No matter who the writer, his ideal intended audience is **only a small fraction** of all the living readers. Name the most widely read authors you can think of—from Shakespeare, Austen, and Dickens to Robert Waller, Stephen King, and J.K. Rowling—and the immense majority of book-buyers out there actively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

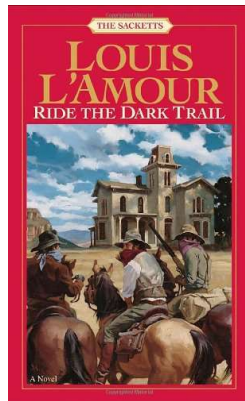
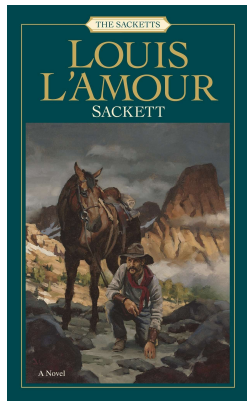
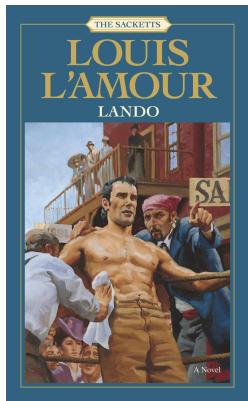
Learn what they want

- 3 to 10 **exemplars**
- The genre **experience**
 - Types of must-have moments and experiences
 - Types of beginnings, endings, setting, pace
 - Types of characters
 - Types of story problems
- You are the **first reader**
 - A genre you love – what is the great stuff I enjoy?
 - Same type of experiences, but different
 - Your mix
 - Rule of cool

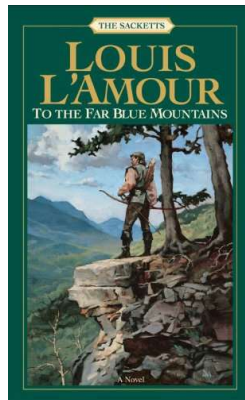
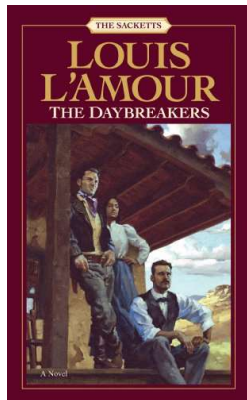
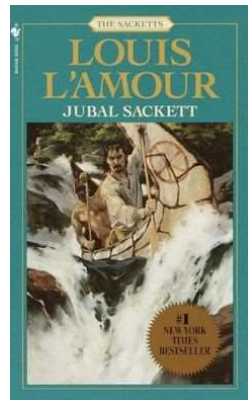
More Insight



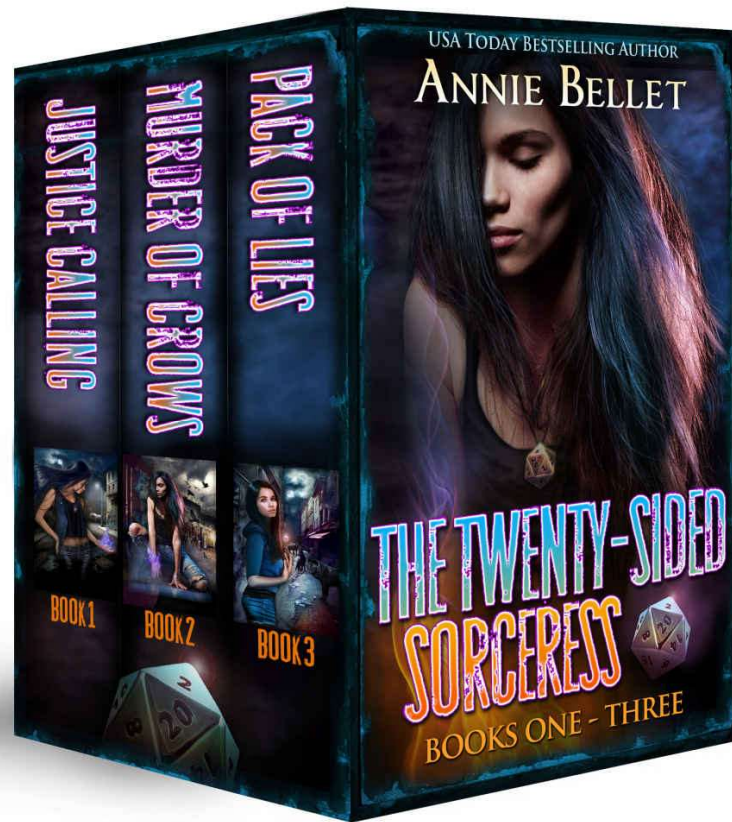
#3 Increase odds with series



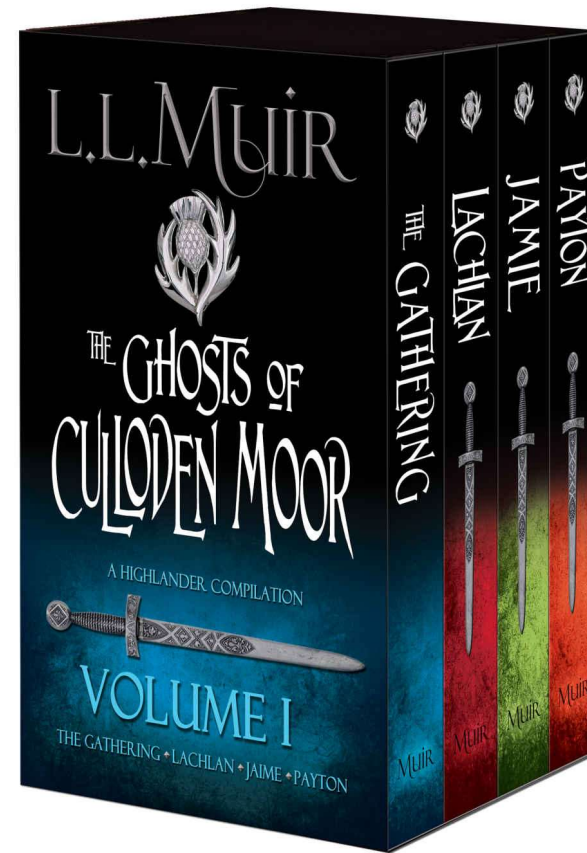
This is a **repeat sales** business
Easier to sell to existing customers
Shorter is **fine**



Annie Bellet



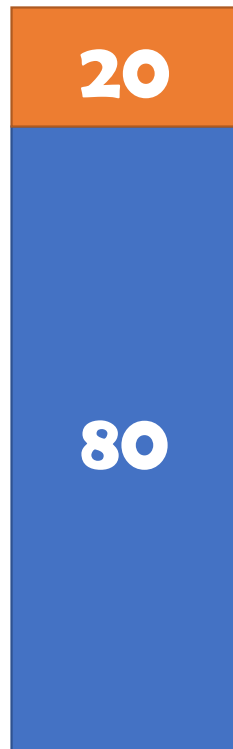
L.L. Muir



L.L. Muir



#4 Follow Pareto's Law



Focus on 3 Things



Allocate Your Time 90/10



80/20 Formatting

eBooks

Vellum, Calibre, Hire it out

Paper

Vellum, InDesign, Amazon, Hire it out

80/20 Distribution

- Amazon (start here)
- iTunes
- Barnes & Noble
- Kobo (includes Wal-mart)
- Draft2Digital (includes others)
- Google Play
- Audible, Findaway Voices (audio)

The Essence of Marketing

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

*Of those already looking for what you've got

80/20 Marketing

- 5 elements of your offer
- Sales page
- Links in books
- Email list
- Static website

The Big 5

- 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
Read with Our Free App	2 Used from \$9.39 1 New from \$12.99	5 Used from \$19.09 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

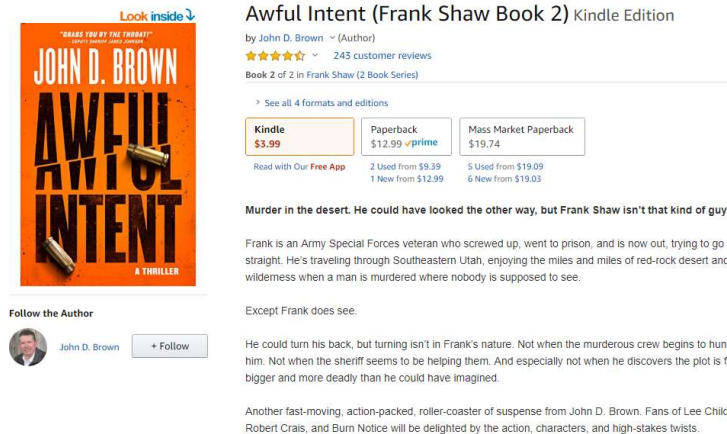
Sales Page

Links in books

Email List

Paid
Advertising

Website



(all roads lead here)

Make Page Easy to Find

- Relevant key words
- Relevant categories

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department
Kindle Store

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
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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

<p>#1</p>  <p>Prism Cloud (Harbinger Book 4) › Jeff Wheeler ★★★★☆ 4 Kindle Edition \$6.99</p>	<p>#2</p>  <p>Underlord (Cradle Book 6) › Will Wight ★★★★☆ 344 Kindle Edition \$5.99</p>	<p>#3</p>  <p>Awaken Online: Dominion › Travis Bagwell ★★★★☆ 80 Kindle Edition \$6.99</p>	<p>#4</p>  <p>The Elven (The Saga of the Elven Book 1) › Bernhard Hennen ★★★★☆ 951 Kindle Edition \$3.99</p>	<p>#5</p>  <p>Storm Glass (Harbinger Book 1) › Jeff Wheeler ★★★★☆ 621 Kindle Edition \$4.99</p>
<p>#6</p>  <p>Prism Cloud (Harbinger Book 4) › Jeff Wheeler ★★★★☆ 4 Kindle Edition \$6.99</p>	<p>#7</p>  <p>Underlord (Cradle Book 6) › Will Wight ★★★★☆ 344 Kindle Edition \$5.99</p>	<p>#8</p>  <p>Awaken Online: Dominion › Travis Bagwell ★★★★☆ 80 Kindle Edition \$6.99</p>	<p>#9</p>  <p>The Elven (The Saga of the Elven Book 1) › Bernhard Hennen ★★★★☆ 951 Kindle Edition \$3.99</p>	<p>#10</p>  <p>Storm Glass (Harbinger Book 1) › Jeff Wheeler ★★★★☆ 621 Kindle Edition \$4.99</p>
<p>#6</p>  <p>Occultist (Saga Online #1) - A Fantasy LitRPG › Oliver Mayes</p>	<p>#7</p>  <p>Apprentice of Magic (The Fairy Tale Enchantress...) › K. M. Shea</p>	<p>#8</p>  <p>The Wings of War Boxset: Books 1 - 4 › Bryce O'Connor</p>	<p>#9</p>  <p>A Discovery of Witches: A Novel (All Souls...) › Deborah Harkness</p>	<p>#10</p>  <p>The Two Towers: Being the Second Part of The... › J.R.R. Tolkien</p>

Links in Books

too, Squire.”

As he brought his mouth to hers, he didn’t think there were any better words in the world. A moment later, he broke the kiss. “Is that a yes? Will you marry me? Will you and Finn come with me to College Station?”

“Yes.” She kissed him again. “And yes.”



Want to read about Pete’s journey to happily ever after? Keep reading for a sneak peek of THIRD TIME’S THE CHARM right now! **Then go read it all!**
Free in KU.

Links in Books

**SNEAK PEEK! THIRD TIME'S THE CHARM
CHAPTER ONE**



The strip of skin on Chelsea Ackerman's ring finger hadn't been so blindingly white before. Of course, the first time she'd been engaged, it had been winter. The second time had been during the previous two months when the Texas sun had been at its pinnacle. This past summer's heat alone could've bronzed her skin while she worked indoors—all except what the diamond had protected.

as Pete entered the halo of light radiating from the kitchen, he felt certain God wanted him to aid in her rehabilitation.

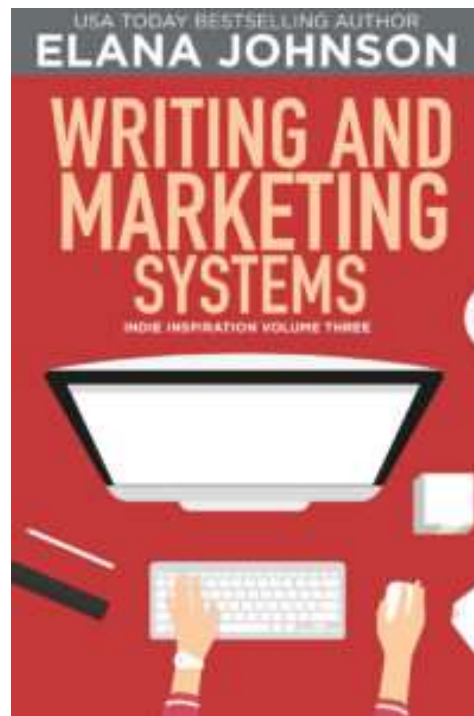
Read **THIRD TIME'S THE CHARM** now. Available
in Kindle Unlimited.



Email List

- CTA links in books
- CTA links from website
- Reader magnet
- On-going value

More Insight



#5 Be patient and diligent

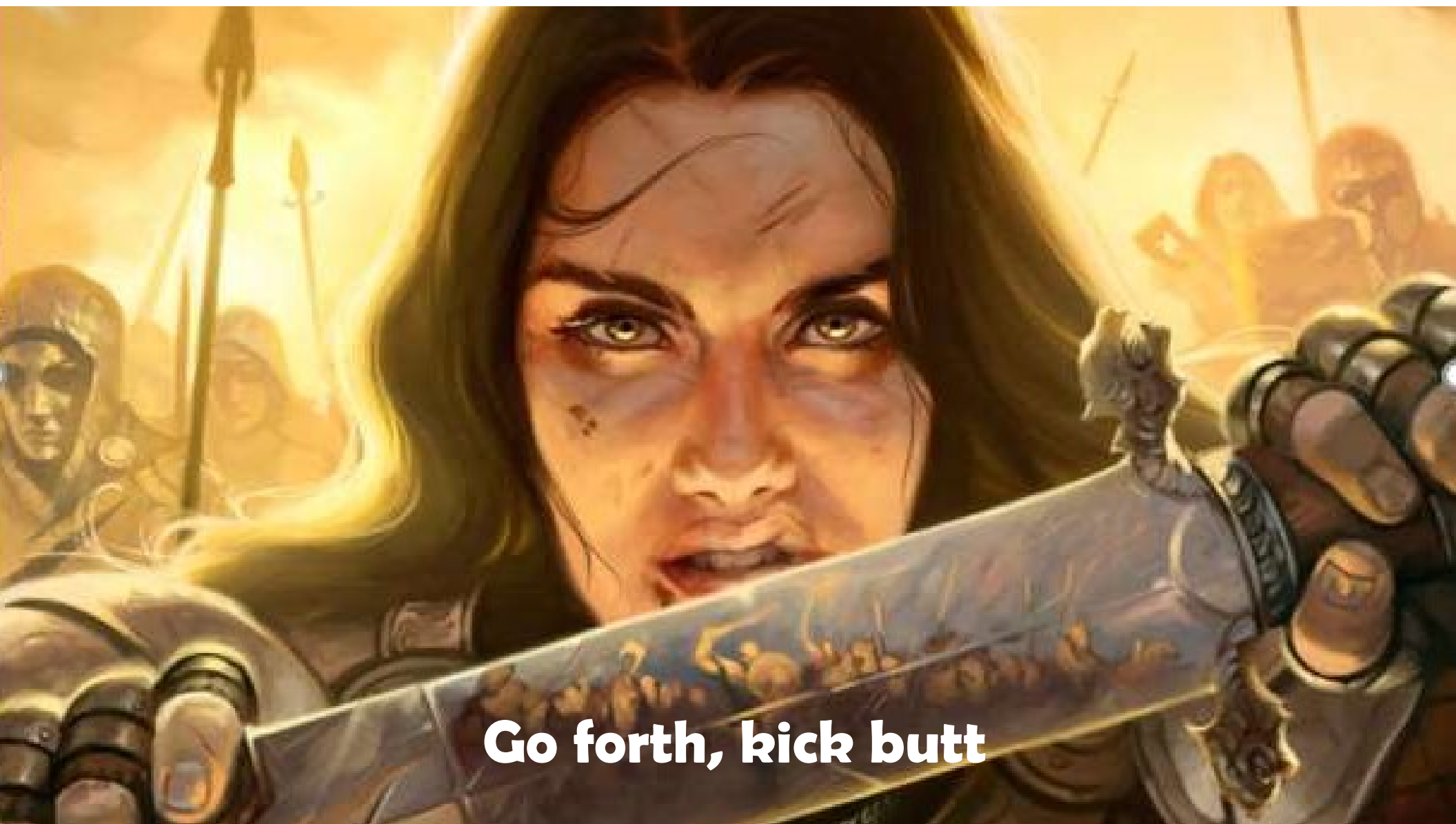


What we're learning

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 **tagline and description**
8. Use **CTA links** in books
9. Build your **email list** of fans



**jump in
have fun**



Go forth, kick butt

More Stuff

About indie publishing

Write to Market by Chris Fox

Become a Successful Indie Author by Craig Martelle

The Copyright Handbook by Stephen Fishman

About traditional publishing contracts

Kristine Rusch: [contracts and dealbreakers](#)

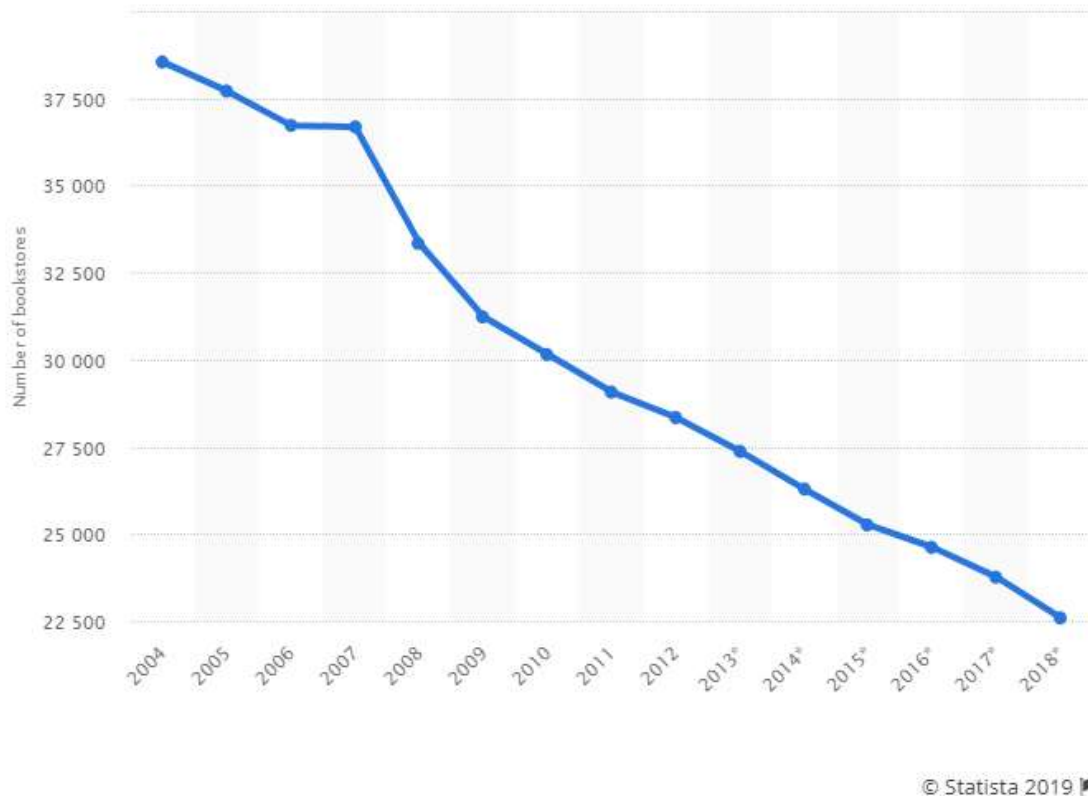
Kirsch's Guide to the Book Contract by Jonathan Kirsch

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



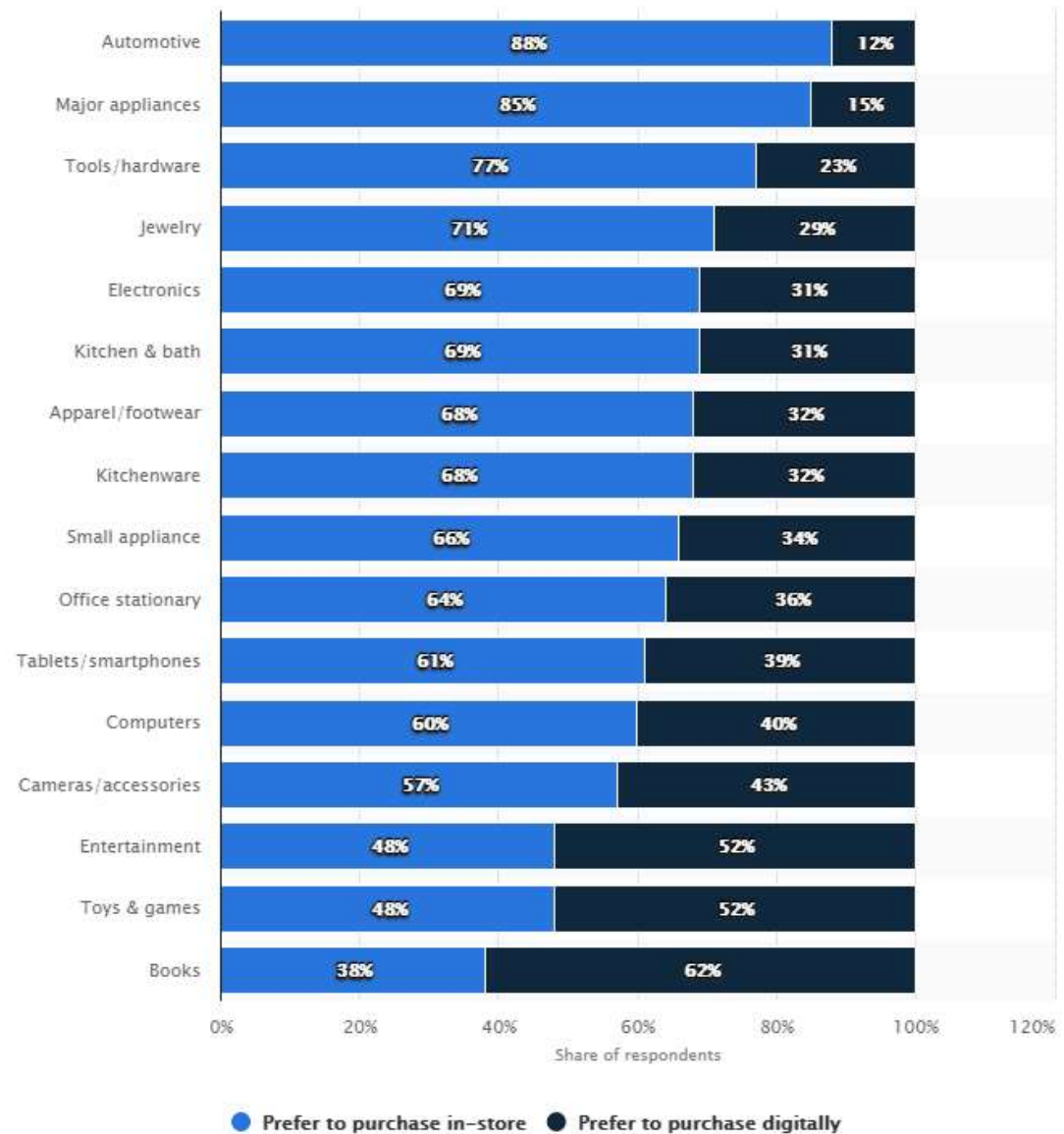
The number of books published annually has increased by around 1,000% in the last decade while the [number of bookstores](#) in the United States has shrunk by 31%.

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

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

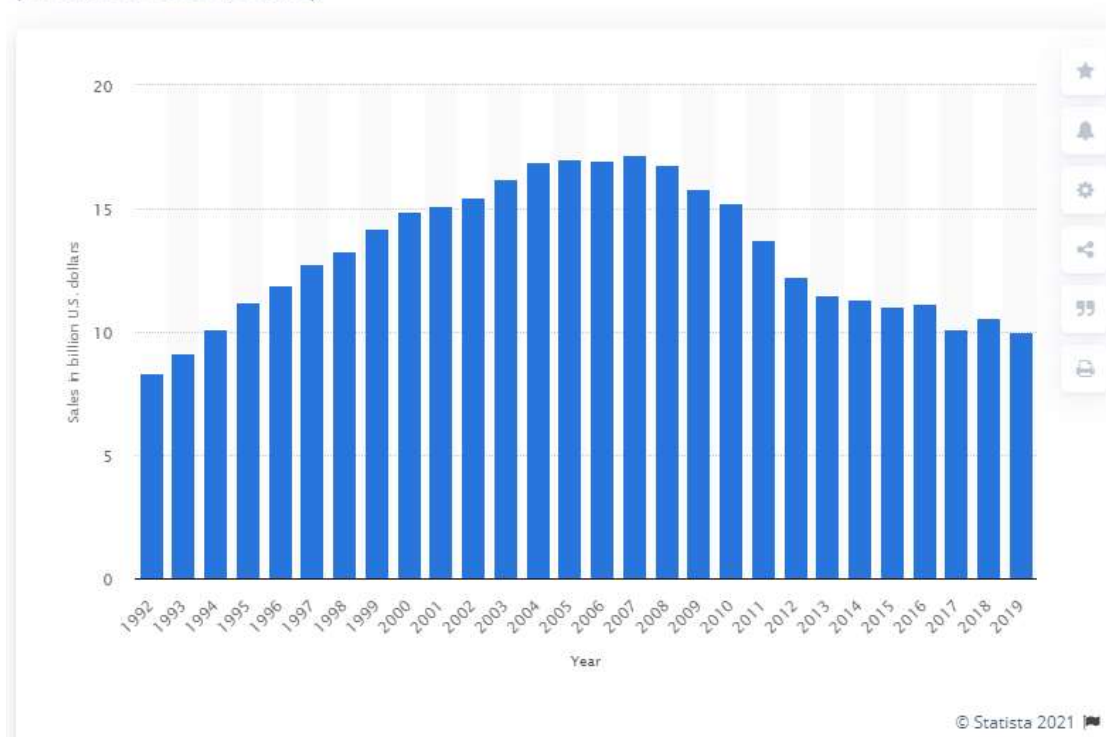
Online vs. in-store shopping preferences of consumers in the United States as of February 2017, by product category

<https://www.forbes.com/sites/stevendennis/2018/04/09/e-commerce-fake-news-the-only-10-fallacy/#51228a5d39b4>

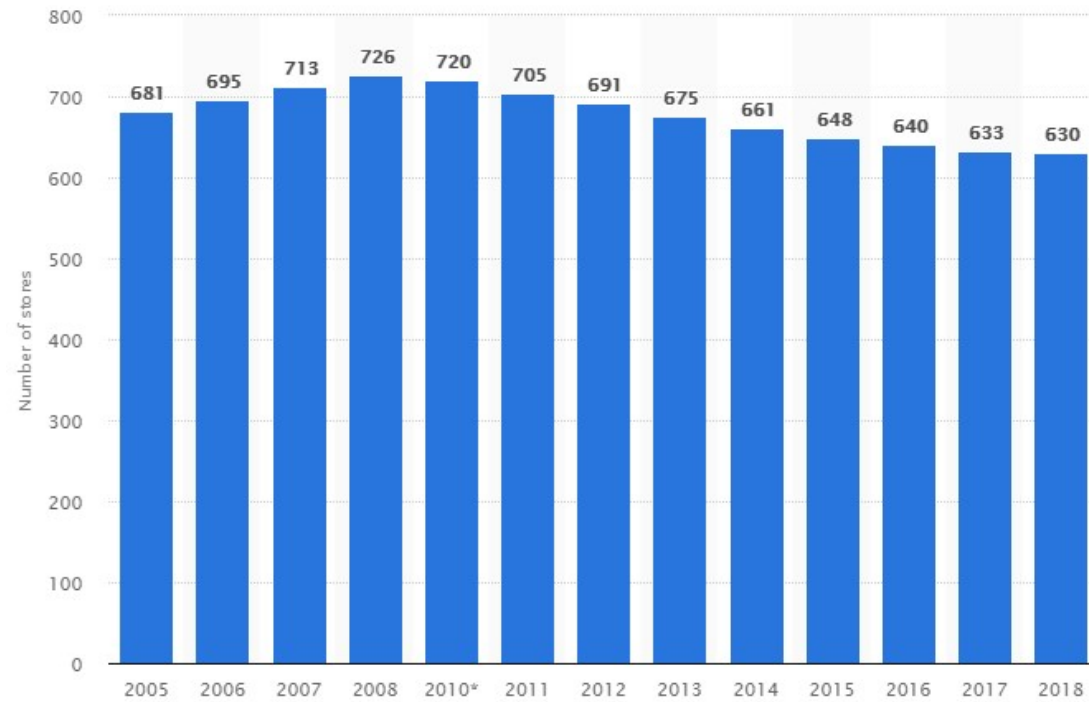


Book store sales in the United States from 1992 to 2019 (in billion U.S. dollars)

Book store sales in the United States from 1992 to 2019
(in billion U.S. dollars)



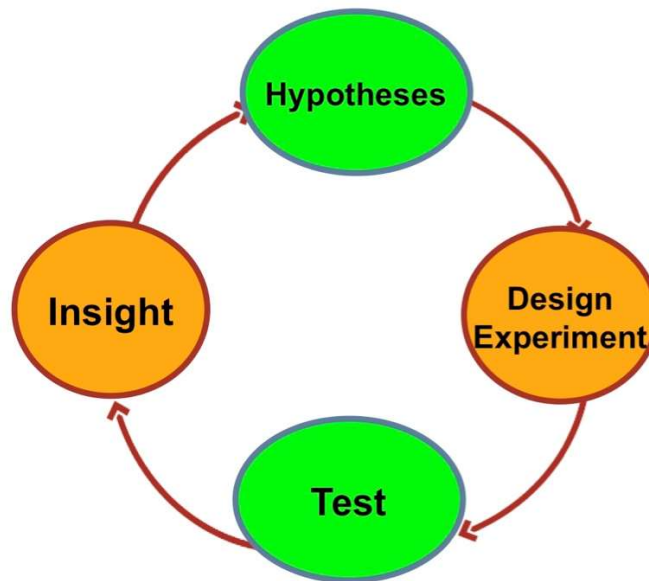
Number of Barnes & Noble stores from fiscal year 2005 to fiscal year 2018



Learn by doing

“Many crummy trials beat deep thinking”

~ BJ Fogg



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 sales page