

Internacional
Best-Selling
Author



Best-Selling
Author



Indie Best-Selling
Cyberpunk Author



with:

Improving Book Sales



8th Edition

Copyright

Copyright © Júlio C. Carlos (Pen-name: Julio Carlos) All Rights Reserved.

Cover background Image - Copyright © by Image by [Megan Rexazin](#) from [Pixabay](#) Free license of usage. All rights reserved

This E-Mag is property of [Julio Carlos](#), and part of Scribble's Worth and [Scribble's Worth Book Reviews](#) services and [promotional packages](#), both for clients and the blog itself.

You cannot alter this E-mag in any way, but you are permitted to distribute and share it freely. Other Versions of the E-mag can be found for unrestricted [download here](#).

Feel free to make [contact me](#) for any purposes, including about ad-spaces on the next editions of the E-Mag.

Disclaimers:

1- Unless otherwise stated, Julio Carlos, Scribble's Worth or its associates, do not own any material inside this E-mag. All the Copyrights remain with the authors that have by consent, allowed the usage of their materials for promotional purposes that benefit the authors EXCLUSIVELY.

2- Unless directly stated or mentioned, Scribble's Worth Book Reviews hasn't reviewed any book in this E-mag.

3- There are Paid Advertisements in this E-mag.

4- There are NO DIRECT OR INSTANTANEOUS PURCHASE LINKS inside this E-mag. All possible purchase book links will lead to a view page, and never make an automatic purchase on your part.

5- Unless directly stated, Julio Carlos, Scribble's Worth and Scribble's Worth Book Reviews, do not have book affiliate link in this, or other issue of the E-mag . All the funds of possible book sales will go directly to the authors of the work.

By continuing, you are by consent agreeing to our terms and confirming that you have read, understood with the above statements.

Thank you.

A talk about book sales and reach with Mark Leslie Lefebvre

WELCOME to our E-mag Mark, it's an honor to have you with us. For those who don't know you, can you please introduce yourself?



I am a writer and book industry representative with a start in both aspects of the business in 1992. That was the year I started working as a bookseller and also happened to be the same year my very first short story was sold to and published in a magazine.

I have worked in almost every type of bookstore that exists (indie, big box, chain, academic, online, and digital), and have also published more than thirty books via traditional publishers as well as self-publishing. In 2004 I created Stark Publishing, a business that I used to self-publish my first book. Since then, I have leveraged the company into a consulting business as well as a mechanism for collaborative publishing projects.

Mark, you have been working with writers, and experiencing the struggles and difficulties of being a writer for a long time now, so, in your experienced point of view, what stops most writers from making sales?

One thing many writers fail to understand or appreciate is that they shouldn't be trying to sell their book to everyone. No book is for everyone, and too many people waste a lot of time and energy trying to sell their book to the masses.

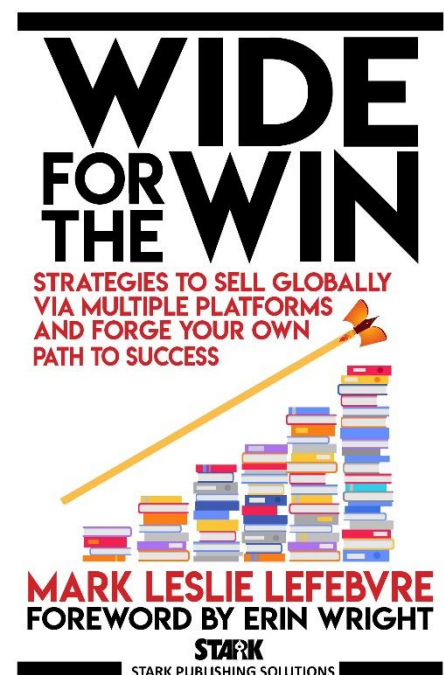
It's critical, before any marketing begins, for a writer to understand who exactly their book is for. To narrowly define their target audience.

This is a task, of course, that is much easier for non-fiction titles, as the target audience is more easily defined by the title, topic, or content itself, which is often suggestive of the type of problem it can help resolve in the potential reader. But even for fiction titles, it's still solving a problem for the reader – even if that problem is finding the next great title to read while sitting on the beach, taking public transit to work, or to perhaps read and relax with at the end of a busy day.

In your book, 'Wide for the Win' - [highly recommended read](#) for writers - , you explain how to better one's chances of making sales. Can you explain what is the WIDE strategy?

The initial WIDE that many indie or self-published authors think about is the ongoing debate between publishing an eBook exclusive to Amazon via Kindle Direct Publishing's "Select" option that lists the book in Kindle Unlimited (aka KU), or publishing that eBook "wide" to the other retail and library platforms such as Apple, Nook, Google Play, Kobo, OverDrive, etc.

My version of wide takes the concept a bit further and asks authors to think well beyond the eBook, and well beyond the print formats too. I want authors to be open to the variety of opportunities within writing and publishing that exist and allow them to earn money as a creative person. To think beyond just the book, and start to think about their IP (Intellectual Property) and the many ways that IP can be sliced



and diced and divided up to allow them to enjoy multiple streams of income.

It takes time to start making sales, but with the correct WIDE mentality and discipline, can a writer expect those sales to come sooner than later?

I rarely ever tell an author that it's going to be easy or that sales will come quickly or automatically. Yes, it's easy to self-publish a book. There are tools and mechanisms available to allow that to happen immediately. But without a proper understanding of the industry, of the specific niche or market that book fits into, including ensuring that the book's metadata, cover, and the book's description are all carefully honed and polished, the book is merely going to be sitting in an online catalog, untouched, unbought.

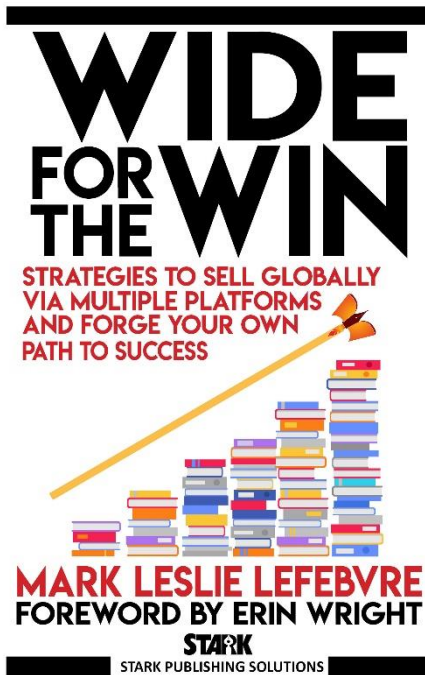
It can take a long time and a lot of experimentation with various marketing strategies in order to reach the right readers at the right time. Which means it takes a significant amount of patience and persistence.

This is not a business where you write a book and the masses will suddenly crowd around it. There are hundreds of thousands of new titles being published every year. **It's critical for authors to think about who their audience is** and ways they can engage and connect with their audience.

It's important for authors to understand the differences between Amazon and some of the other retailers out there, because places like Amazon and Google Play Books, for example, are controlled mostly by ever-changing algorithms. While platforms like Apple Books, Kobo, and Barnes & Noble Nook are more human curated and rely on books being chosen to be featured and merchandised – not all that different than the way brick-and-mortar bookstores select and spotlight titles on display in their front window or aisles.

Do you attribute most of that success of yours to the 'Wide mentality'?

Some of my success likely stems from always having a wide



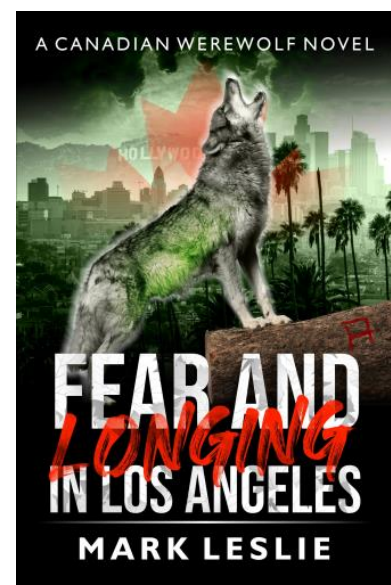
mentality. The reality is, if I have a book that is only published to a single platform, if the right reader happens to hear about it from various marketing or word of mouth or whatever, and they go look for it wherever they prefer to buy or read books (that includes the library), if the book is not on that platform they'll likely move on to something else. Nobody is going to switch preferred reading platforms or formats just to read one of my books. They might do that for Stephen King or J.K. Rowling or James Patterson or some other big name author. But not for me. So if my books aren't available in

as many formats and on as many platforms as possible that just means lost sales.

But I think that taking a long-term view of my author career, and not being focused merely on the sales of a book on launch day, or by throwing all of my marketing eggs into a single basket, I've reduced the frustration that can come from that limited or narrow perspective

Some of my books will do well right out of the gate. Others might seem to be dead in the water. Still others may find traction years after they are published. The key is that I keep writing, I keep creating new content, and if someone finds one of my books and really likes what I write, then they're likely to go back and check out more of my other books.

Sales can come in waves. And a book I wrote years ago might not have sold much initially, but could, at some other time, done really well.



One example is my novel *A Canadian Werewolf in New York*, - [our review here](#) - When it was first released in December 2016 I sold some copies, and over the next few years it continued to sell in dribs and drabs. But in 2019, once I released a second book in that “[Canadian Werewolf](#)” universe, sales of that 2016 started to grow at a far higher rate. I sold more copies of *A Canadian Werewolf in New York*, for example, in 2020 than I did in the previous four years combined. And with each new book I release in that series, that first book in it continues to grow in sales volume.

Although you have said in the book, can you share some of the advantages of going WIDE?

One of the main advantages of going wide, which I alluded to in a previous question is that it allows your books to be available to readers across multiple platforms and in the formats that they are already preferring to read.

If I’m not on a platform, then I have 100% chance of never selling to a person who only reads on that platform. If I have a book not available in print, for example, and there’s a potential fan who only reads print, I’m pretty much guaranteed to never sell that book to them.

Being wide means that the possibilities, the options of being found by the right reader is greater. It increases your chances? Think of the needle in a haystack. Hard to find, right? But what if you threw 10,000 needles into that same haystack. Your likeliness of coming across it is greater.

There is, of course, no guarantee, but the more places your books are available, the greater potential audience you’ll be able to potentially sell to.

It’s not about guarantees. It’s about increasing your chances, in as many ways as possible.

What are other disciplines that do help to increase sales?

I actually wrote an entire book about this, but I have narrowed down author success, regardless of how an author publishes (traditionally, or self-publishing) to 8 specific traits. These appear in my *The 7 P's of Publishing Success*. There are 7, but I did that for marketing reasons. In the book, I share a bonus P, an eighth one.

Those P's are: Practice, Professionalism, Patience, Progression, Persistence, Partnership, Patronage, and Promotion.

If I have 0 sales right now, what should I, as a writer, be focused on doing in order to increase those sales to at least 1?

I'd advise you do two things.

First, think long and hard about who **exactly** your book is for. Think about any other books that person might have read or enjoyed. Those are known as comparable titles. As in, if they've read this book, then they might also like this other book. Or, fans of Stephen King might also enjoy the novels of Dean Koontz, for example. Those types of comparisons. With that in mind for your book, look at your book's listing online, at the cover, the description and compare it to the top-selling books in the same category or the books by those other authors. How closely does your book either fit in with the other books in the category or the comparable titles and authors you've identified? Be honest. Would someone who knows nothing about you and your books see similarities or differences? You want the title to look like it belongs with a reader who is already engaging in that type of book.

Second, think about who you can **GIVE** that book to. Yes, give that book to. Gift it to them. Offer it to them for free. Maybe it's a

print copy. Maybe it's a free eBook download. Give it to them with no strings attached.

If it's their type of book and you give them a copy and they like it, perhaps they'll leave a review for the book online; perhaps they'll tell a friend or two about it. And that can help kick-start the process of making an actual sale.

Mr. Mark, thank you so much for being here with us and giving us your priceless advices.

Visit [our blog](#)

Book Sales advices with the International Best-selling Author, Anna J Walner!

WELCOME to our E-mag Anna! We are your biggest fans **screams and faints**, hahahahaha, lol. Although you are an international best-seller, can you please introduce yourself for those who don't know you yet?

I'm a mom first, and an Author second. I've always been a writer at

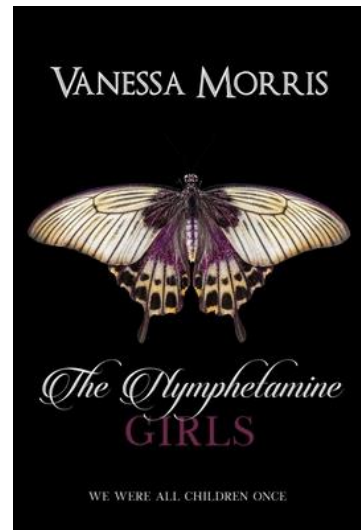


heart. Within the last two years, I've really focused, honed, and concentrating on the marketing, branding, and craft of writing. I've grown in so many ways, not only as an Author, but as a person as well.

I began this journey for my daughter. I had always started projects, and never seemed to

finish them. The Enrovia Series was my first foray into publishing, writing them as a Middle Grade Fantasy duology for her to enjoy when she grows up.

All of my works feature strong female leads, although I try and make them believable, fallible, realistic. The idea of perfection can be so dangerous for younger girls, as we see with Vanessa Morris's new book, "The Nymphetamine Girls" – [Our review Here](#)-



So, Anna, tell us, how do you go about when it comes to promoting your books and how do you, in general get your books to sell?

It's true that you do have spend money to make money. There is a promotional side to the business of marketing. Scheduling promotional stacks, and keeping track of what worked, and what

didn't for use next time. I keep detailed spreadsheets of every campaign I run, and the ROI for each one.

I truly do treat it like a small business, because it is one.

The personal side to being an Author is connecting with readers through Social Media. TikTok, Twitter, Instagram, and Discord. It really allows readers to become invested in the person behind the book, creating what we call brand loyalty. A reader base that is invested as much in you, as they are in your books. BookTok in particular has been instrumental in connecting with readers in a way that's never been done before.

We know that you interact a lot with your fans on Social Media, and you are kind'a "always" active on socials. Does that help in getting sales? If so, how?

I think that, again, when readers are able to connect with you personally via Live events, and in Direct Messages or on Discord, it's a whole new level of relationship between Author and Reader. I have true friends that I bounce ideas off of, which I met through Social Media. ARC readers, I find through Social Media, and I love being tagged in those review videos!!

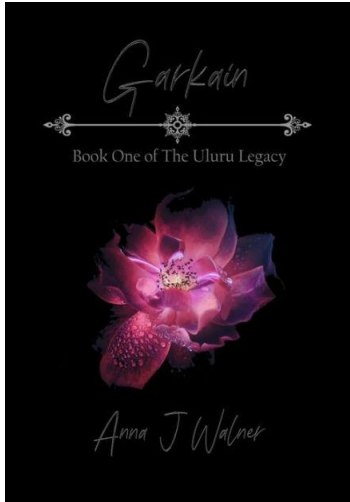
Do you promote your books in sites online, do you do all organic or there are some other ways you use to get those numbers rising?

Again, there is a campaigning aspect that's essential. Advertising is a must, but track your ROI. If you're actively promoting and tracking your Return on Investment (ROI), you'll begin to see a pattern for what is working and what isn't.

Ok, let's talk about your book, Garkain, that in the last months of this year is making people rip their hairs out, which we reviewed and found to be AWESOME! Anna, can you tell us, how long did it take to get this book to the best-selling status and how hard it was?

I became an International Bestseller quite early on, and oddly enough, without any knowledge of it, until someone on Twitter pointed it out.

Garkain became a bestseller in India first on Amazon.IN – [our review here](#) – with an Instagram promotion.



Which was so surprising. And because they don't have the same expansive categories in other countries as .com does, I was the #1 Bestseller in Horror, which did make me laugh a bit, because it's not a Horror book at all!

Amazon.com Bestseller came a little later, after word had begun to spread. Sometimes, it takes a bit for readers to trust a new Author with the first book in a series. Which is why I released the cover art for the second book early. Essentially I was reassuring readers, 'you can trust me. I will finish this series, it's okay to get invested.'

My advice to all Authors is patience, which I'm still learning myself!!

Are there things that indie writers can start doing right now that will help them rise their sales from the ground?

Become a part of Social Media groups, and INTERACT. Interaction is key. The more you interact, the more readers become familiar with you and see you as both an Author and a friend. Get in there and do lives, jump on other people's live events just to say hi! Post continuously, and continue to write. Developing a readership is fun, but tricky, because they always want more!

Be yourself, be real and readers will notice.

Thank you so much for being here with us and giving these GREAT advices from experience Anna, and please keep writing those great books.

Thank you so much for asking me to weigh in on my personal experiences. Authors should keep in mind that their approach may be different than mine. Everyone has their own unique style and

Visit [our blog](#)

their own unique approach to marketing. The key is keeping track of what works, and what doesn't.

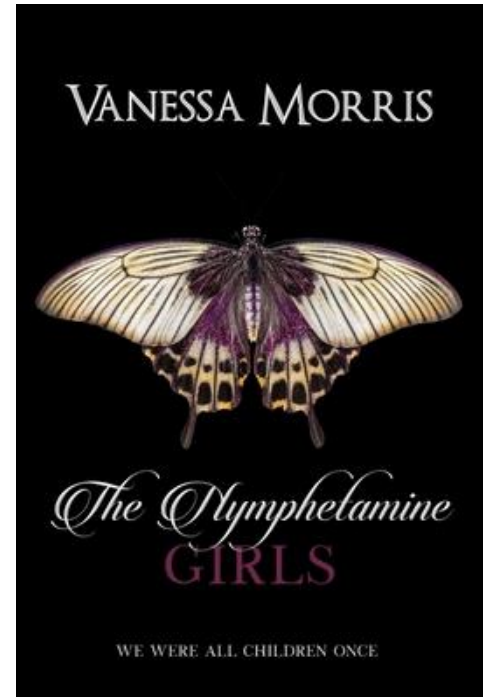
Visit [our blog](#)

The Nymphetamine girls

SW Book of the Year Award Finalist
Best Erotica Book

Vanessa Morris, brings us a brilliant, relatable, sexy, unabashed and value packed Erotica story that will satisfy your deepest lustful cravings.

"I love how the girls tease each other in public, in the view of everyone, testing each other, and their targets with blatant promiscuity, and how they get a kick out of it for doing it, they are truly slutty rich and spoiled girls that care not to know or respect boundaries just for the pleasure kick that defiance and carnal gratification it provides."



Grab [your copy now](#), and ride this slippery and trilling experience.

Anna J Walner, Pseudonym of Vanessa Morris, is the best-selling Author of [The Urluru Legacy Series](#), and one of the finalists for the SW Author of the Year Award

Advices from the Indie Best-Selling Author, Anna Mocikat

Hey hey [Anna](#) and welcome again, to our E-mag! Thank you so much for accepting our request for a second time, almost in a row. XD, for those who haven't yet read [your first interview](#), can you do a swift intro about yourself?

Thanks so much for inviting me again, Julio! I feel very honored!

Quick intro about me. [I'm an indie author](#) of Sci-Fi, Cyberpunk, and LitRPG. Before going indie I was traditionally published. And before that, I worked in the video game and film industry. I've been a professional [writer](#) for more than 20 years.



Anna, we made this special edition, and called you because we think that writers are afraid of both promoting and actively selling their books. What's your take on that?

I'm afraid I need to be completely honest and brutal here, as well as in some of the next answers. Here's the truth: *if* you want to be successful as an author you **MUST** become good at marketing and promotion.

You must spend a lot of time and effort into it, and, sadly, money.

I wish I could tell you to just sit in your room and write books and they'll miraculously sell by themselves, I really do. But this won't happen. Nowadays – and that applies to indies and trad pub'd authors alike- a writer must also be an entrepreneur.

True, true. Anna, what were the first things you did, advertising and promo-wise when we were just starting? When you had 0 sales.

Haha, unfortunately, I did almost everything wrong. It's a jungle out there. Indie authors have become a very lucrative market and many many people earn a lot of money from us.

There are so many “gurus” out there writing how-to books or offering expensive classes, salespeople that offer their services, paid promotion sites, and much much more. All of them feed on people's dreams to publish a book and hopefully become famous, and if not then at least earn a bit of money.

The worst thing about most of those gurus is that they not only sell advice that is hopelessly outdated but also present a cookie-cutter formula. *“If you do this and this and this you certainly will be successful!”*

Very often, those gurus present authors an example who started out ten or more years ago. Back then the market was tiny and not competitive at all. You could publish self-edited books with self-made covers and make a lot of money. Those times are long gone.

Back to myself. I spent a lot of money and even more time following wrong or outdated advice and can say that I did almost everything wrong at the beginning lol.

What are the sites, that you use to promote your books, or that you have found to at least help increase sales in your books?

Personally, I believe that Facebook and Twitter are the best social media sites to promote books but it all depends on your

audience. For a younger audience, Reddit might be a good choice and TikTok can work great if you write YA.

Do you have to pay a lot to promote your books on sites?

Honest answer: yes.

Don't believe authors who tell you they miraculously sell tons of books just by using social media or their blog. While such examples exist (especially among authors who have been in the indie sector for ten years or more), they're extremely rare.

The truth is that the vast majority of successful authors spend A LOT of money on ads. The more you can spend, the more books you sell. Of course, this isn't a fair system as it's pretty much pay-to-play but sadly so is everything in life.

Scams. What are the signs that you have seen on scammy sites? Do you have a list of no-go's?

There are a lot of scammers trying to prey on indie authors and sadly they seem to become more every day. To avoid them, here is my advice:

- Keep away from anything and anyone on Fiverr
- In general, never pay for reviews unless it's something reputable such as Publisher's Weekly or Indie Reader (although they're expensive and the ROI is questionable)
- Delete DMs on Twitter or IG offering you reviews or other services
- When looking for cover designers, artists, editors and other freelancers, I always recommend asking around among other authors. Most will happily recommend you people they made good experiences with. You can spend a lot of money on horrible service, especially if you go over Fiverr and other platforms offering them.

What should people expect in terms of sales?

That's not easy to answer.

Some will tell you to aim for the stars but I'm afraid it might be a little unrealistic to hope to earn six figures with one book and get a Netflix deal.

The bitter truth is, that most indie authors sell less than 5 books a month and most indie books sell only around 100 copies in their lifetime. If you want to do better than that, you need to be either exceptionally lucky or be prepared to spend a lot of time, effort, and money on your writing career.

It also depends on the genre. It's much easier to sell books when you write steamy romance than when you write contemporary poetry.

This is another lie the "gurus" are telling authors. That there's a market for every book and every genre. No, there's not. If you want to sell books you need to pick a genre that is popular and there serve the tropes readers expect.

What are the other factors, besides promotion, that indie writers MUST pay attention when it comes to increasing their book sales?

A professional cover and [editing](#).

Unless you happen to be a professional book cover designer, don't try to make the cover by yourself. Knowing how to use the basics of Photoshop doesn't make you a cover designer. Chances are almost zero that your book will be successful with a DIY cover.

Also, don't hire someone who makes you a cover for 50 bucks because you get what you pay for. A good cover by a good designer costs



between \$200 and \$500. Yes, that's expensive, but if you want to succeed, you need to spend this money.

Another thing is [professional book editing](#).

Even if you had As in English at school you should [hire a pro](#) for your book.

Indie books have a bad reputation of being poorly edited and the truth is, many are. If we want to compete with the trad pubs, we must spend the money on editing. If you edit yourself, chances are high you get reviews such as: "nice story but needs [an editor](#)".

Ok, let us talk a little about your books as example before we wrap this up. So, why do you think that [Behind Blue Eyes, "BBE"](#) has been so successful, if you were to say the 3 biggest factors, which would be?



Persistence, persistence and persistence 😊
[Behind Blue Eyes](#) has become one of the most popular indie books in Cyberpunk, only surpassed by a couple of big names. I'm very proud of this accomplishment, but I can tell you that I worked my ass off for that. And this is only the beginning. [BBE3 will launch in March](#) and I'm planning to make the whole series a success. So, there's even more work waiting for me.

Now the question I ALWAYS wanted to ask, hehehehheh: Do you, Anna, think that it is better to write a few books of high quality and invest heavily on the promotion of those few books, or, the more books written the better?

Tough question!

Personally, I put a massive amount of effort into my books. I plot, but I also spend a lot of time on character development and

dialogues. I visualize action scenes many times before I write them down. All of this makes me a slow writer with an output of around 45k words per month.

I think you can make more money if you write easily digestible pulp fiction and release rapidly. That applies to almost all genres. It's not for everyone and certainly isn't for me, which is why I take the slow approach of publishing fewer but high-quality books.

Thank you SO much Anna, for your contribution, these tips will help writers tremendously. What can we expect from you on the next few months or years?

A lot! I'm only getting started!

[Behind Blue Eyes](#) is set to become a series with many books, with [BBE3 launching in March](#). Besides this, I have two more series which will get their third books next year. And finally, I'm also the editor of a cyberpunk anthology where I brought together 15 extraordinary authors.

Oh and, there's going to be audiobooks...many of them ☺



FREE Resources for Writers!

Find FREE Writer Resources to help you achieve your Writing Dreams!

E-Mags:

- [Erotica Writers of the Writing Community](#)
- [Halloween Special Edition!](#) – Horror writing and promoting tips.
- [How to turn your book into a best-seller](#) .
- [How To Query, Find Editors and Market your books! – For fiction AND POETRY!](#)
- [How To Interact In The Twitter #WritingCommunity](#)
- [How to Write GREAT Thriller Books? Find the Best Tips!](#)
- [Here's how can a Podcast help increase your Book Sales](#)
- [Awesome Poetry writers of The Writing Community](#)

Articles for Writers:

- [The #1 Reason Most Talented Writers DON'T Succeed](#)
- [5 Traits of GREAT writers!](#)
- [The Writer's Success Misconception](#)
- [Dos and Don't while writing Characters](#)
- [4 Marketing Mistakes that are DESTROYING Your book sales](#)
- [Why Rejection isn't Failing when it comes to Writing](#)
- [The Most Important Skill in Writing](#)
- [Recycled Paperbacks?](#)

[More articles Here](#)

Entertainment Resources

- [July's BEST Reads](#)
- [August's BEST Reads](#)

Visit [our blog](#)

- [September's BEST Reads](#)
- [Poems and Poets](#)
- [Halloween book suggestions](#)
- [November BEST Reads](#)